



The New Ulm Convention and Visitors Bureau's "Advertising & Marketing Assistance Program" (A.M.A.P.)

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Purpose

The purpose of the Convention and Visitors Bureau's (CVB) "Advertising & Marketing Assistance Program" is to assist a festival or event organization with their advertising and promotional efforts to an audience outside of New Ulm, with the intention of drawing in outside visitors.

Eligible Applicants

Any organization that is operating an existing event or creating a new event is eligible.

Individual applicants without a formal organization behind them may be called on to prove their intentions and credentials through a person-to-person meeting with a CVB member.

Eligibility Criteria

The grant criteria assumes that any successful event will have an **advertising and promotions budget**, which is how this fund can help them.

Grant monies will be given to festivals or events that advertise in, or promote to, **markets that are 60 miles or more away** from New Ulm. Preferred markets are the Twin Cities, Rochester, St. Cloud, Sioux Falls or northern Iowa, however funding eligibility is not limited to those markets. The purpose of the 60+ mile radius is to try to encourage overnight stays in New Ulm.

Advertising venues may be allowed if their coverage is at least **2/3s outside of the 60-mile** range.

Web-site advertising must be through banner ads or similar web-based vehicles. Monies cannot be used for web-site creation and advertising cannot be done on www.newulm.com, since that site assumes the user has already "found" New Ulm. Citing web-based advertising as being theoretically accessible to people beyond 60 miles may not be adequate to receive funding.

*The same organization can **only apply once a year**, unless a special case can be shown as to why additional funding is needed.

*There is **no limit to the number of years** an organization, festival or event can be funded. However, if CVB funds are limited, a subjective review of how an event has improved or expanded its draw may be used to evaluate whether or not they continue to get funded.

*In order to drive traffic to New Ulm's attraction beyond the festival or event in question, promotional materials must include our **website address** (www.newulm.com). Failure to include these may result in denied funding. If possible, use of the **toll-free phone number** (1-888-463-9856) and/or CVB logo and slogan are encouraged. Examples of these are available from the CVB.

Funding Formula

Funding will be done with this ratio:

50% funded of the first \$1,000 requested and 25% funding of the remaining request, up to a maximum funded amount of \$2,000.

Example: Assume a \$10,000 budget.

First \$1,000 / Funded at 50% = \$ 500

Next \$6,000 / Funded at 25% = \$1,500

Remaining \$3,000 / Funded at 0% = Due to maximum funding amount reached

Total = \$2,000 funded

Funding Process and Tips

The application must be **submitted at least 60 days prior** to the event. The logic is that promotions done within 90 days will not be as effective as those done with a greater lead time.

Money will **not be given until the event is completed** and the Summary sheet has been reviewed.

Thirty days (30) after the event or promotion has run, a **completed “Summary” must be returned** to the CVB for review. Incomplete or late summaries may be a factor for future funding.

If there is a problem in submitting the “Summary,” consult with the CVB about your challenges rather than simply submit it late.

Consult www.newulm.com's **Community Calendar** to avoid overlapping dates with other events.

Consider dealing directly with New Ulm's **lodging facilities to determine which dates** have available lodging for your event.

Schedule your event to **maximize the attendees' time spent in New Ulm** with a consideration to possibly encourage them to stay over night. For example, an event running from 10:00am to 3:00pm will not be as effective in that goal as one running from 3:00pm to 8:00pm.

Applicants need not be Chamber of Commerce members, but are encouraged to be such.

Giving an **in-person presentation** of your event to the CVB Board is always encouraged, but is not necessary. The Chamber Staff can help schedule this with you.

Application for the C.V.B.'s "A.M.A.P."

Event Information

Name of Event:

Name and Contact of Applying Organization or Applicant: *(address, telephone, e-mail)*

Date and Location of Event:

Description of Event:

Amount of Money Being Requested of the CVB:

How Will Funds Be Used:

Date of Application:

Event Summary

Name of Applicant / Organization:

Name and Contact of Person in Charge of Project:

Date and Location of Event:

How the Money Was Spent: *(Include copies of receipts)*

Media Coverage: *(Include copies of ads, brochures, flyers, tapes for radio or TV ads, etc.)*

Number of Attendees: *(where known)*

Distance and Cities that Attendees Traveled From: *(where known)*

Number of Overnight Stays: *(where known)*

Your Overall Event Summary and Impressions: *(Use separate sheets, if necessary.)*

**All invoices and copies must be presented to the CVB within
30 days of the completion of the program.**