

CARBON CORRIDOR

UTAH, U.S.A. · EST. 1894

EVENT PROMOTION GUIDELINES

The purpose of the Carbon County Office of Tourism Enhancement Program is to assist in stretching your out-of-county marketing dollars. This program is overseen by the Carbon County Office of Tourism, and awards are given by the Carbon County Tourism Council with final approval by the Carbon County Commission. Cities, towns, communities, business groups, event organizers, and community organizations can apply for the funding. **Qualified applicants must meet one of the following requirements:**

- Located in Carbon County, Utah
- City
- Town
- Communities
- Business Groups
- Community Organizations

Application: There is no limit to how many projects an applicant or co-apply for. In the instance that multiple entities are applying cooperatively, please select one entity as the primary point of contact.

Eligible Projects:

- Digital Media: Email marketing, banner ads, social, Google ads, website ads, design, or updates
- Print: Newspaper, flyer, direct mailer, banners
- Broadcast Media: cable, TV, radio
- Accommodations for judges, umpires, special guests
- Event location rental
- Certain fees

Payment, Reporting, & Requirements: A written agreement will be issued to all recipients of event funding. Upon Carbon County Office of Tourism receipt of signed agreement, it will be filed with an ending date of 30 days following the date entered in the application as the project end date. This end date can be no later than December 31, 2020.

Payment is made in two installments:

1. After award of grant and completion of signed agreement, recipient can invoice "Carbon County Office of Tourism" for 50% of the grant award amount. This request must be made within 30 days of the grant award. If the request is not made, all funds for this application will be forfeited.
2. The remaining 50% will be awarded upon completion of the project and final report. The final report must be completed within 30 days of the final report to receive the reimbursement of expense. Failure to complete a project may affect applicant's eligibility for future funding.
3. Carbon County Office of Tourism and its council have ultimate discretion over the content and placement of any event advertising and official Carbon Corridor logos. 2 weeks prior to print is needed for review & approval of the Carbon County Office of Tourism. Applications must be filled out completely, including an overall budget for the event. If complete applications do not contain relevant and necessary information, they may be excluded from funding consideration.
4. Carbon Corridor official logo will be required to be on all advertising and print materials.

Changes to Project: In the event that applicant has unforeseen changes to a project, the applicant must notify Carbon County Office of Tourism for approval of project change.

