



EVENT MARKETING PROGRAM

The Discover Siskiyou Event Marketing Award Program is a way for our local businesses, tourism groups, and collectives to leverage Discover Siskiyou dollars to increase tourism to individual communities. **Twenty awards in the amount of \$3,000 will be awarded to local events each fiscal year via a competitive online application process.** The intent of this program is to use events to drive tourism to the region and increase overnight stays in lodging properties. Program parameters and application process are outlined below:

APPLICATION PROCESS

The application process for Event Marketing Awards is as follows:

- a. Link to online application form shall be posted to Discover Siskiyou Industry website at www.industry.discoversiskiyou.com
- b. Open windows for accepting applications:
 - a. July 1 – Dec. 31 (*10 awards available during this window*)
 - b. Jan. 1 – June 30 (*10 awards available during this window*)
- c. Up to 10 events will be funded in each six-month application window
- d. Discover Siskiyou staff will review applications on an ongoing basis throughout the open windows and award funds on a first-come, first-served basis.
- e. Applications **MUST** be submitted using the online form

Allowed expenditures include:

- Booking key talent (musicians, speakers, workshop leaders, etc)
- Marketing and advertising expenses related to promoting the event, including but not limited to: promotional materials, social media influencers, advertising, and media buys

Disallowed expenditures include:

- Site fees and other related “hard” event costs (facility rental, insurance, permits, labor, security, staffing, equipment, etc)
- General operating, staff, and administrative expenses

FREQUENTLY ASKED QUESTIONS

Can I apply for more than one event during each window?

Yes; one organization may submit multiple applications each round for **different** events.

Will you fund the same event multiple years?

Possibly; the goal is for events to become self-sustaining, but re-funding will be considered based on the strength of the application and success/growth trajectory of the event.

How are awards distributed?

Event awardees will be mailed a check **after** providing Discover Siskiyou staff with a W-9 form, detailed invoice, and proof of general liability insurance naming the Siskiyou Tourism Business Improvement District/Siskiyou Economic Development Council as additional insureds.

Can I save my application and complete at a later date?

Yes, you can save your application midway and come back to finish it when you are ready!

Please direct program and application questions to heather@discoversiskiyou.com