

**Natchez Convention Promotion Commission  
Marketing Assistance Program Application**



**GENERAL INFORMATION**

<b>AMOUNT REQUESTED FROM NCPC: \$</b> _____		Application Date: _____
Type of Event: <input type="checkbox"/> Event/Festival <input type="checkbox"/> Meeting/Convention		
<input type="checkbox"/> Fall/Winter <input type="checkbox"/> Spring/Summer <input type="checkbox"/> Special Consideration		
Type of Funding: <input type="checkbox"/> Marketing Assist <input type="checkbox"/> Sponsorship		
<input type="checkbox"/> Convention Support <input type="checkbox"/> Other: <i>please specify</i>		
Legal name of applicant organization: _____		
Name/Title of Event: _____		
<input type="checkbox"/> Non Profit <input type="checkbox"/> For Profit      State tax ID/Tax exempt #: _____		
Nature or purpose of event:		
Contact person & title:		<b>Date funds are needed:</b>
Address:	City/State	Zip Code:
Email address:	Phone:	Website:

**EVENT/MEETING/OTHER INFORMATION**

Describe the event/meeting/other purpose for which you propose to use requested NCPC funds:		
Date(s):	Location(s):	
Will it be hosted in Natchez?		
If an event, what are the future plans for it?	Is this the first time in Natchez? If no, when else?	
Projected per day attendance:	Out-of-town attendees:	Local attendees:

**FINANCIAL INFORMATION**

Total revenue budgeted: \$	Total expenses budgeted: \$
If projecting a profit, what are the plans for those funds?	Is this the first request to NCPC for this event? If no, date(s) of previous request(s): _____
How will NCPC be recognized for sponsorship?	Amount previously received: \$ _____
	Entity name and address check should be mailed to: Entity Name: _____ Mailing address: _____ _____

SPONSORSHIP INFORMATION

Major Event Sponsor	Amount	In-Kind/Financial (describe)	Status

ADDITIONAL INFORMATION

**The following information must be attached to complete the application:**

1. Provide a brief description of the tourism event (include location and primary activities)
2. Provide an estimated direct economic impact of the event (for example, overnight visitation, restaurant sales):
3. If you receive funding, how specifically will the funds be utilized?  
*Funds are available for hosting/hospitality of non-local audience development of festivals/events, marketing assistance, and general sponsorships of meetings/conventions. Keep this in mind when applying as these are the only uses that will be given consideration.*
4. How could this funding affect the future of the event?
5. How will the event compliment or integrate the Visit Natchez mission:  
*The mission of the NCPC and Visit Natchez as the city's official destination marketing and sales agency is to increase the economic impact of tourism in Natchez by promoting the City to individual leisure/heritage travelers, groups, and convention/meeting visitors.*
6. Give a brief description of the target market and target audience for this event.
7. Event budget *major elements of revenue and expenses*
8. Event schedule *major activities, participants and venues*
9. Event management - *how, when, and who will plan and carry out the event including promotional plans?*

**Only completed and signed applications will be considered for funding.**

Signature of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

TMAC

Comments \_\_\_\_\_  
\_\_\_\_\_

Recommendation:

Date:

Signature NCPC: \_\_\_\_\_ Date: \_\_\_\_\_

Amount Granted: