Before you fill in this form, please make sure you have read the guidance notes.

Please provide full details of your event, your target market, budgeted revenue, and event details below:

|  |
| --- |
| **Date of application:** |
|  |
| **Are you a DMO member? Please tick the appropriate box:** |
| Yes  No |
| **Name of festival/event:** |
|  |
| **Is this a new or existing event? Please tick appropriate box:** |
| New event  Existing event  If an existing event, when did it start and how long has it been running? |
| **Have you received previous support from this fund? Please tick the appropriate box:** |
| Yes  No  If yes, and you are successful in receiving support from the fund, you will be asked to provide details of either:  i) in the event of the DMO delivering Google and/or Facebook Ad campaigns on the festival/event’s behalf, the amount of money you will contribute to the campaign, or:  ii) in the event of the festival/event delivering Google Ad and/or Facebook Ad campaigns, details of the budget allocated from within the organisation, so that the DMO can make a direct financial contribution to these campaigns. |
| **Date of festival/event:** |
|  |
| **Address of festival/event:** |
|  |
| **Postcode of festival/event:** |
|  |
| **Opening times of festival/event:** |
|  |
| **Description of festival/event – please provide as much information as to the programme and activities included in the event:** |
|  |
| **Target visitor numbers:** |
|  |
| **Target revenue generation:** |
| **£** |
| **How much marketing funding are you applying for? Maximum amount is £1000 (this can be increased at the Directors’ discretion).** |
| **£** |
| **Who is the beneficiary of any revenue generated by this event?** |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **What does your visitor look like? (If this is a new event tell us who your target audience is and what you know about them)** | | | |
| **Age** |  | | |
| **Gender** |  | | |
| **Where do they live** |  | | |
| **Do they have specific interests?** |  | | |
| **If this is an existing event, what do have planned to promote it and how much will you spend overall on marketing/promotion this year?** | | | |
|  | | | |
| **If this is a new event, what have you got planned to promote it and how much do you have in your budget to spend on overall marketing/promotion?** | | | |
|  | | | |
| **How would you prioritise the marketing activity for the fund you are seeking?** | | | |
|  | | | |
| **How will you measure success?** | | | |
|  | | | |
| **Event website url** |  | | |
| **Event facebook** |  | **Number of FB likes** |  |
| **Event twitter** |  | **Number of Twitter followers** |  |
| **Event Instagram** |  | **Number of Instagram followers** |  |

**Declaration**

|  |  |
| --- | --- |
| All information contained in this application form is accurate. I understand that any false information given may result in the refusal of a grant and possible further action. **If the application is successful and funding is provided – this will be on the condition that the post event feedback form will be completed. If we do not receive this information The Suffolk Coast Ltd has the right to recover costs in line with the amount of support provided and future funding applications will not be considered.**  Successful applicants will be asked to display The Suffolk Coast DMO logo in promotional material/website where appropriate. | |
| Contact name: |  |
| Organisation: |  |
| Address: |  |
| Postcode: |  |
| Contact telephone: |  |
| Email: |  |
| Date of application: |  |

Please return this form by email to [annie@thesuffolkcoast.co.uk](mailto:annie@thesuffolkcoast.co.uk)