



## Tourism Marketing & Promotions Funding Program

With the exception of Babas and Borshch Ukrainian Festival, Lamont County's tourism is largely dependent on federal and provincial government-funded tourism organizations, and annual events developed by our urban neighbors and non-profit organizations such as Agricultural Societies. In order to increase tourism to Lamont County, it is important to encourage the urban municipalities and non-profit organizations operating within Lamont County to extend their advertising reach outside of the county; however, doing so is often a matter of available funding.

Therefore, Lamont County Council (in 2019) passed motion #19-085 to provide \$15,000 of the relevant annual budget to go toward a funding program to support local tourism initiatives, such as municipal events and events run by non-profits.

The program allows municipalities to claim 25% (up to \$3,000 per division) of their out-of-county marketing and advertising expenses (excluding GST) on a first-come-first served basis. This funding is to be used toward the reimbursement of print, tv, social media/web, and radio advertising; in exchange, all marketing and advertising that uses this program must state "Sponsored by Lamont County".

Associated Policies: *Policy 4137 Public Relations Funds* is intended to provide funding for "community events held within county and towns/villages."

### **Application requirements:**

**Before the Event:** Organizations wishing to obtain reimbursement of their promotional materials are required to submit an application a MINIMUM of 2 months prior to the event. Because funding is distributed on a first-come-first-served basis, early applications are encouraged.

The application will gather the following information:

1. Name of Organization/Municipality
2. Non-Profit/charity registration #
3. Name & contact information of event planner/signing authority
4. Name, Location and Date of event
5. Number of attendees expected
6. List of planned advertising (posters, radio, newspaper ads etc.)
7. Anticipated costs of advertising

**After the Event:** In order to complete the request for reimbursement, organizations MUST submit the following information within 2 weeks (10 business days) of the date of the event:

1. Event summary, including approximate attendance/number of tickets sold
2. Paper Copies of all print advertising, digital recordings of radio and tv ads, digital images (screen shots) of web and social media advertising, and analytics (if available).
3. Copies of receipts/invoices for all advertising

The application for reimbursement will not be deemed complete until all requested documentation is received. Applications will not be accepted past the deadline.



**Tourism Marketing & Promotions Funding Program  
Application (Part 1)**

**Please submit the following information at least 2 months before the event date:**

1. Name of Organization/Municipality:

2. Non-Profit Registration Date (if applicable):

3. Name & contact information of event planner/signing authority:

Name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone #: \_\_\_\_\_

4. Name, Location and Date of event:

Name: \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_

5. Number of attendees expected:

6. List of planned advertising (posters, radio, newspaper ads etc.):

7. Anticipated costs of advertising:

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date (MM/DD/YY)



**Tourism Marketing & Promotions Funding Program 2019  
Application (Part 2)**

**In order to complete your application, submit the following within 2 weeks (10 business days) of the event\*:**

1. Event summary, including approximate attendance/number of tickets sold:

**Attach:**

2. Paper copies of all print advertising, or digital copies of print ads, and digital recordings of radio and tv ads, digital images (screen shots) of web and social media advertising, and analytics (if available)
3. Copies of receipts/invoices for all advertising

***Please submit all required documents by mail, fax or email to:***

Lamont County  
Attn:Communications  
5303-50 avenue  
Lamont AB, T0B 2R0

Fax: 780-895-7404

Email: [communications@lamontcounty.ca](mailto:communications@lamontcounty.ca)

\*NOTE: Any documentation received after the deadline will not be accepted.