

Sample form, not for offline completion.

Visit <https://visitcanton.grantplatform.com> to apply.

Marketing Co-Op

Co-op dollars will be awarded to generate increased visitation and economic impact for the region through the support of customized marketing campaigns that include the Visit Canton brand elements. This competitive process will reimburse up to 50% of the expense for approved marketing initiatives that reach day trips and overnight audiences.

Please submit all requested materials to be eligible for grant funding.

Entry Name

Grant funds are awarded for the year/project indicated in the application and are not intended to be a commitment of support for funding in future years for the same or different projects.

All organizations and projects are subject to applicable annual grant application and committee review processes. Annual grant eligibility, application, and committee review processes are subject to change. Confirm and review the current grant eligibility and application details prior to submitting each cycle.

Factors that contribute to grant award determinations:

- Total Available Grant Budget
- Total Eligible Grant Applications Submitted
- Estimated Economic Impact of Project/Event/Campaign
- Demonstrated ability to successfully execute a professional caliber project/event/campaign based upon submitted application and supporting documentation

Grant funds are not eligible to pay for Visit Canton Official Travel Guide advertising or VisitCanton.com sponsored content. Visit Canton Official Travel Guide and VisitCanton.com sponsored content are permissible expenses to include within an overall marketing plan and count toward the organization's minimum matching 50% in marketing expenses. There must be additional qualifying out-of-county marketing expenses to which any awarded grant funds would be applied.

Organization Name

Please select what type of organization you are:

- ☐ For-Profit
- ☐ Non-Profit - 501(c)(3)
- ☐ Other

Organization FEIN Number (optional)

Organization Address

Organization Phone Number

Organization Website

Contact Name

Contact Email

Project Name

Project Description including Goals & Objectives

Please provide a statement on your organization's goals for this project; how will the requested dollars go towards enhancing or growing this event?

Project Execution Timeline

Please provide a defined time frame for the project including key dates of execution.

Total Budget for Project

Visit Canton grant dollars may not represent more than 50% of the total project cost.

Total Amount of Support Requested

Visit Canton grant dollars may not represent more than 50% of the total project cost.

If this project is not awarded at 100% of the ask for funding, how will this affect the future and quality of the project?

Detailed Marketing Budget



Please upload a detailed line-item marketing budget that shows the overall marketing plan for the execution of this project.

HIGHLIGHT all line-items that are being requested in consideration for grant funding.

it is required in your budget that you identify the status of funding (e.g., secured, contingent, applied for, etc.)

Vendor/Supplier Quotes (if applicable) (optional)



If you have vendor/supplier quotes as support for your budget, please compile them within one document and submit here.

These may be required before the release of funding.

Who will be creating & executing your marketing campaign?

Ad agency, graphic designer, in-house marketing team, etc.

Projected Campaign Impressions

Share applicable information about projected impressions, reach, frequency, estimated tradeshow attendance, etc.

How will you track your return on investment (ROI) for your project?

Projects must show that they will generate an increase in visitors from outside of Stark County.

Detailed ROI report that tracks visitation numbers, locations of visitors (zip code tracking), economic impact to the organization and Stark County.

Example: Social media impressions, website increases to a specific landing page, reader-response from a print publication, # of tickets purchased, code or coupon that is connected to the call to action

Material may be supplied as follows:

1. Upload supporting marketing materials, budget documents, etc. below.
2. Maximum file size is 5MB per piece. A maximum of five pieces can be uploaded with your entry.
3. Video attachments may be hosted on a video site such as YouTube or Vimeo.
4. Provide website URL's to the publicly accessible campaign or active URL of a landing page.
5. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Type of attachment (optional)

Photo

Marketing Materials

Creative Concepts

Budget

Other

Now that your application is complete, you may:

1. Preview your completed application
2. Submit your completed application
3. Save & close to finish at a later date

Should you need to make changes to your application after submitting, you may login and edit your application up until the entry deadline.

If you have any questions on the entry process, please contact [Visit Canton](#).