



— Wyoming's —
PLATTE CO.
Lodging Tax & Tourism Board

MARKETING PARTNERSHIP APPLICATION

FY 2022-2023



***GLENDO STATE
PARK***



***WHEATLAND
MURALS***



***GUERNSEY STATE
PARK***



MARKETING PARTNERSHIP APPLICATION

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Working Together to Stimulate
& Expand Platte County's travel
and tourism economy.

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About The Marketing Partnership

The Platte County Marketing Partnership program was created to assist with the implementation of marketing programs designed to stimulate and expand Platte County's travel and tourism economy by coordinating the promotional efforts of private entities with those of the Platte County Lodging Tax and Tourism Board. Qualifying organizations must be a non-profit organization, municipality, or private organization whose event is primarily located in Platte County.

Goal

The goal of the marketing partnership program is to provide support to tourism focused, community-oriented marketing projects and events that attract more visitors to Platte County including attracting new audiences, increasing overnight visitation and length of stay, strengthening Platte County's brand and image statewide and nationally, and/or directly impacting the County's economy.

Considerations

- Event must take place in Platte County.
- The event has the potential to increase overnight visitation and length of stay.
- The event stimulates the economy through retail sales, food & beverage sales, and/or incidental expenditures.
- The event enhances the lives of residents and visitors.
- The event has future growth potential.

Eligible Uses:

The following items are eligible for funding. Other items unless specifically notated as ineligible below may be considered for funding at the discretion of the Board.

- Event Advertising
 - 60% of advertising awards must be spent on advertising outside Platte County
- Website Development & Upgrades
- Asset Development - Photography/Video Acquisition
- Fulfillment (Posters/Flyers, Brochures, Guides, Maps, etc.)

Ineligible Uses:

- Events and/or Attractions Restricted to Private or Exclusive Participation
- Scholarships
- Annual Operating Expenses
- Fundraising (raffles, giveaways, contests)
- Professional Development Conferences & Training
- Capital Equipment (including rental equipment)
- Capital Construction or Improvements

Other Considerations

- Organizations may not hold more than one grant contract per fiscal year.
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a grant application.



**Application Deadline**

Applications will be reviewed, and awards are made at the Lodging Tax Board Meeting in January, April, July and October.

Applications and supporting materials must be received (not postmarked) by grant consultant by noon on the following due dates:

First Tuesday of the month:

- January
- April
- July
- October

Submission Information

Applications can be emailed, mailed (mail early to meet deadline) or hand-delivered to:

Platte County Chamber
65 16th Street
Wheatland, Wyoming 82201

Office hours are 9:00 a.m. to 5:00 p.m.,
Monday through Friday or by appointment.

For questions or more information, please
contact Shawna Reichert at
director@plattechamber.com.

Marketing Partnership

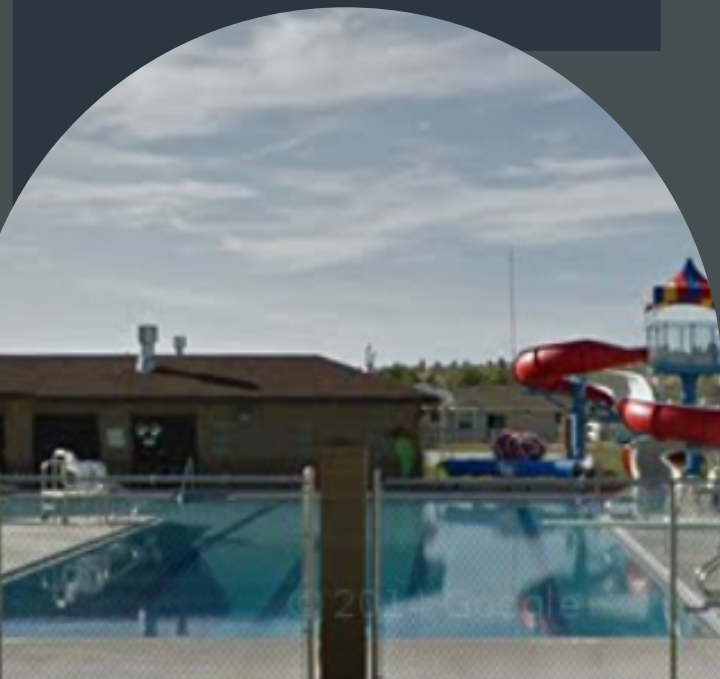
Applicant Checklist

All Applicants

- General Contact Information/Acknowledgement
- Completed Budget (page 7)
- Narrative (page 8)
- Consultation with Grant Consultant
- Written Estimates for Services
- Photo Release

If Applicable

- Event Advertising (page 9)
- Website Development (page 10)
- Asset Development (page 11)
- Fulfillment (page 12)
- Additionally Insured Insurance Certificate
- Applicable Permits from City/County/State





MARKETING PARTNERSHIP APPLICATION

General Contact Information

Applicant Name:

Address:

City/State/Zip:

Phone:

Email:

Type of Organization: **Non-Profit Organization** ☐ **Business** ☐ **Municipality** ☐ **Other** ☐

Total Amount of Funding Requested:

**Grant funding may not exceed \$2,500 for FY2022-2023.*

Acknowledgement

On behalf of the organization identified on this application, I certify that this application meets the eligibility requirements for Platte County Lodging Tax & Tourism Board (PCLTB) Marketing Partnership and that the information entered is true and accurate.

I understand that the maximum grant award is \$2,500 and that no grant will be awarded to a project completed before receiving written notice from the PCLTB. Significant deviations from the activities described herein must receive approval from the PCLTB or its designee prior to commencing to be eligible for funding. All projects must acknowledge this grant by bearing the statement "Financial support provided by Platte County Lodging Tax & Tourism Board" along with the PCLTB logo. I also understand that all documents and written evaluation of this project must be submitted to PCLTB within 30 days of when the project occurred.

Representative's Name:

Signature:

Date:



MARKETING PARTNERSHIP APPLICATION

Marketing Expenses

Estimated Marketing Expenses

List expense items for this grant application in the table below. Attach receipts for all expenses. Include ad copy for all advertising.

Event Advertising

\$_____

Social Media (Facebook, Instagram, TikTok, Etc.)

Print Media (Newspaper, Magazine, Etc.)

Broadcast Advertising (Television, Radio, Etc.)

Internet Advertising Media (Banner Ads, Popup Ads, Etc.)

Website Development & Upgrades

\$_____

Domain Name Registration

Website Hosting

Website Development

Website Functionality Enhancement

Asset Development

\$_____

Professional Photographer

Professional Videographer

Drone Footage

Fulfillment

\$_____

Printing Costs

Distribution Costs

Total Marketing Expenses

\$_____



MARKETING PARTNERSHIP APPLICATION *Narrative*

This grant supports marketing projects that utilize marketing tools to attract visitors from outside of Platte County. The marketing tools we cover include website development, digital advertising campaigns (Facebook ads, banner ads, content placement ads, search engine optimization, etc.), traditional marketing tools zoned outside of Platte County (direct mail, print ads, radio ads, TV ads, and other broadcast media), and print or digital brochures. The Platte County Lodging Tax & Tourism Board favors marketing projects that are driven from a marketing plan and utilize a variety of marketing tools.

Proposed Marketing Tools

Event
Advertising



Website Development
& Upgrades



Asset
Development



Fulfillment



Narrative

Please provide a brief description of the proposed marketing project.

Describe the economic impact of this project on Platte County.

# Of Attendees	% of Participants from Outside Platte County	# of Hotel Nights	Estimated Spending per Attendee	Estimated Economic Impact
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MARKETING PARTNERSHIP APPLICATION

Event Advertising

Proposed Funding Uses

Social Media



Print Media



Broadcast Advertising



Internet Advertising



Event Advertising

Summarize how this event will be marketed. Give a DETAILED description of your overall marketing plan to attract visitors from outside of Platte County to your event. The description of the marketing plan is an important deciding factor for receiving funds.

In the boxes below, list the medium you intended to utilize for advertising. If the proposed medium is outside Platte County, place a check mark in the box. 60% of advertising funds must be spent outside of Platte County.

Social Media (Facebook, Instagram, SnapChat, TikTok, etc.)



Print Media (Newspaper, Magazine, etc.)



Broadcast Advertising (Television, Radio, etc.)



Internet Advertising (Banner Ads, Popup Ads, Geofencing, etc.)





MARKETING PARTNERSHIP APPLICATION

Website Development

Proposed Funding Uses

Domain Name
Registration



Website Hosting



Website
Development



Functionality
Enhancement



Search Engine
Optimization



Website Development & Upgrades

Describe the proposed website development and upgrades below.

Describe how developing or upgrading your website will enhance tourism and/or promote Platte County.

List below the 3-4 companies you obtained bids from and the price for each bid. At least 1 bid must be from a Platte County vendor and all vendors must be from Wyoming to be eligible for funding. While you are not required to select the lowest bidder, the PCLTB will only reimburse for the lowest price bid. You are responsible for paying the difference between the lowest bid and the contractor you selected.

Company Name	Address, City, State, Zip Code	Bid Amount (\$)



MARKETING PARTNERSHIP APPLICATION

Asset Development

Proposed Funding Uses

Professional
Photographer



Professional
Videographer



Drone Footage



Asset Development

Describe the assets you wish to acquire and why these will be beneficial for your project.

List below the 3-4 companies you obtained bids from and the price for each bid. At least 1 bid must be from a Platte County vendor and all vendors must be from Wyoming to be eligible for funding. **While you are not required to select the lowest bidder, the PCLTB will only reimburse for the lowest price bid.** You are responsible for paying the difference between the lowest bid and the contractor you selected.

Company Name	Address, City, State, Zip Code	Bid Amount (\$)

I agree to provide the Platte County Lodging Tax and Tourism Board (LTB) with copies of all assets acquired including photography, videography, and drone footage for use by LTB to stimulate and expand Platte County's tourism economy.

Representative's
Name:

Signature:

Date:



MARKETING PARTNERSHIP APPLICATION *Fulfillment*

Proposed Funding Uses

Design Costs

Printing Costs

Distribution Costs



Fulfillment

Describe the assets you wish to acquire and why these will be beneficial for your project.

Describe how developing or expanding your assets will enhance tourism and/or promote Platte County.

List below the 3-4 companies you obtained bids from and the price for each bid. At least 1 bid must be from a Platte County vendor and all vendors must be from Wyoming to be eligible for funding. **While you are not required to select the lowest bidder, the PCLTB will only reimburse for the lowest price bid.** You are responsible for paying the difference between the lowest bid and the contractor you selected.

Company Name	Address, City, State, Zip Code	Bid Amount (\$)



MARKETING PARTNERSHIP APPLICATION

Photo Release

Photo Release

I hereby authorize LTB to publish any photographs taken by representatives of LTB and any pertinent information associated with the photograph, submitted, to LTB, for use in printed publications and on-line.

I acknowledge that since participation in publications and websites produced by LTB is voluntary; the event will receive no financial compensation. I agree that the photography may be edited and otherwise altered at the sole discretion of LTB and used in whole or in part for any and all broadcasting, audio/visual, and/or exhibition purposes in any manner or media, in perpetuity, throughout the world. I understand that I have no rights to the printed publications and website or any benefits derived there from.

I agree to indemnify and hold harmless the Platte County Lodging Tax and Tourism Joint Powers Board from and against all claims, losses, expenses, and liabilities of every kind including reasonable attorney's fees arising out of any inaccuracy or breach of any provision of the agreement. I expressly release the Platte County Lodging Tax and Tourism Joint Powers Board from any and all claims arising out of the use of the printed publications and website.

This agreement represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing.

Representative's
Name:

Signature:

Date:





MARKETING PARTNERSHIP APPLICATION

Final Report

Of Attendees

% of Participants
from Outside Platte
County

of Hotel Nights

Estimated Spending
per Attendee

Estimated Economic
Impact

How was attendance tracked? How did you determine where participants came from and how many hotel nights were booked?

What went well with the event? What could be improved in the future?

Explain the potential for growth in future years.



MARKETING PARTNERSHIP APPLICATION

Final Report

Sponsors

List all event sponsors below. Describe their contribution; i.e. \$300, advertising, etc. Designate whether contribution was cash or in-kind.

Sponsor Name	Contribution	Cash	In-Kind

How will you develop sponsorships in the future?



MARKETING PARTNERSHIP APPLICATION

Final Report

Final Expense Report

List expense items for this grant application in the table below. **Attach receipts for all expenses. Include ad copy for all advertising.**

Event Advertising

\$_____

Social Media (Facebook, Instagram, TikTok, Etc.)

Print Media (Newspaper, Magazine, Etc.)

Broadcast Advertising (Television, Radio, Etc.)

Internet Advertising Media (Banner Ads, Popup Ads, Etc.)

Website Development & Upgrades

\$_____

Domain Name Registration

Website Hosting

Website Development

Website Functionality Enhancement

Asset Development

\$_____

Professional Photographer

Professional Videographer

Drone Footage

Fulfillment

\$_____

Printing Costs

Distribution Costs

Total Marketing Expenses

\$_____