



# MARKETING & ADVERTISING SUPPORT GRANT APPLICATION 2022

## APPLICATION INSTRUCTIONS

**2022 applications must be submitted by November 30, 2021**

Applications are available at: [shopcortez.com/business-support/crea-event-grants/](http://shopcortez.com/business-support/crea-event-grants/)

Options for completing and submitting applications:

- 1) Download PDF application file onto your computer/device. Utilize fillable PDF option to finish all parts of the form. Make sure to save application form to your computer/device once complete. Email completed application to [info@shopcortez.com](mailto:info@shopcortez.com) or print completed application and mail to address below.
- 2) Print PDF application file from your computer/device. Fill in application by hand to finish all parts of the form. Scan and email completed application to [info@shopcortez.com](mailto:info@shopcortez.com) or mail completed application to address below.

Verify prior to submitting your application that all the form has been filled out. Only completed applications will be considered. There are five (5) pages to the application.

It is recommended you keep a copy of your application for your own records.

Email: [info@shopcortez.com](mailto:info@shopcortez.com)

Mail: Cortez Retail Enhancement Association  
PO Box 1715  
Cortez, CO 81321

Questions? Contact us at [info@shopcortez.com](mailto:info@shopcortez.com) or call 970.564.4095.

Thank you for your interest in the Cortez Retail Enhancement Association  
Marketing & Advertising Support Grant!

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# MARKETING & ADVERTISING SUPPORT GRANT APPLICATION 2022

For application and instructions visit:  
[shopcortez.com/business-support/crea-event-grants/](http://shopcortez.com/business-support/crea-event-grants/)

## EVENT ORGANIZER/CONTACT INFORMATION

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Last First

Address: \_\_\_\_\_  
Mailing Street or PO Box Address Suite/Unit #

\_\_\_\_\_  
City State ZIP Code

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

Event Position/Title: \_\_\_\_\_

Are you the main contact for this event?    YES     NO     Are you the decision maker for this event?    YES     NO

Are there additional contacts for this event?    YES     NO

If yes, please add additional contacts name(s) and their positions/titles: \_\_\_\_\_

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## EVENT GENERAL INFORMATION

Name of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

First time or annual event?    FIRST     ANNUAL     If annual, how many years: \_\_\_\_\_

Do you charge admission?    YES     NO     If yes, how much: \_\_\_\_\_

Anticipated # of attendees (total): \_\_\_\_\_

Where do attendees travel from  
 (Local/Regional/State/Intl): \_\_\_\_\_

**EVENT DESCRIPTION**

Describe your Event in detail; profit or non-profit; beneficiaries:

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Is there Event Insurance? YES  NO  If yes, list company: \_\_\_\_\_

Is your Event on City of Cortez Property? YES  NO  If yes, list where: \_\_\_\_\_

Have you secured all City of Cortez Permits and Insurance? YES  NO  If no, list where you are in process: \_\_\_\_\_

Do you charge admission? YES  NO  If yes, how much: \_\_\_\_\_

Do you have an approved Main Street Banner? YES  NO

**EVENT FINANCIAL INFORMATION**

Describe the benefit and economic impact of your event on the Cortez Business Community including lodging, dining, and shopping:

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How do you share information about Cortez with your attendees, including lodging, dining and shopping? \_\_\_\_\_

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Prior Year Event Income: \$ \_\_\_\_\_

Prior Year Event Expenses: \$ \_\_\_\_\_

How much of your Event Expenses are spent/purchased in Cortez: % \_\_\_\_\_

Do you have an Advertising/Marketing Budget for your Event? YES NO

If yes, please list amount and details of plan including print, digital and radio: \_\_\_\_\_

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Do you have Vendors for your Event? YES NO

If yes, please list type (food, drink, arts & crafts, home goods, specialty/Event related, etc): \_\_\_\_\_

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If yes, what is the cost for Vendor space: \$ \_\_\_\_\_

If yes, how do Vendors sign-up to participate in your Event? \_\_\_\_\_

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Do you have Sponsors for your Event? YES NO

If yes, please list: \_\_\_\_\_

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List any other details you would like CREA to know about your Event:

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**EVENT MEDIA INFORMATION**

List the current contact, website and social media details for your Event:

Event Facebook: \_\_\_\_\_ Event Instagram: \_\_\_\_\_

Event Website: \_\_\_\_\_

Event Email: \_\_\_\_\_ Event Phone #: \_\_\_\_\_

**TYPE OF FUNDING REQUEST**

List the amount and type of funding you are requesting:

Advertising/Marketing:\$ \_\_\_\_\_ Cortez Cash Cards:\$ \_\_\_\_\_

Other, please explain: \_\_\_\_\_

**DISCLAIMERS AND REQUIREMENTS**

The purpose of the Cortez Retail Enhancement Association (CREA) Marketing & Advertising Support Grant is to provide promotional funds for Events that demonstrate potential to increase the sales tax revenue within the City of Cortez, either directly or indirectly.

Applications will be judged competitively due to the number of applications submitted each year. Preference is given to those events that demonstrate the ability to accomplish the mission of CREA, show ongoing and/or growth potential for success, have potential for generating new or incremental revenue for Cortez and that promote positive community imaging.

All decisions regarding expenditure of CREA Support Grant funds will be determined in agreement between the Event Organizer(s) and the CREA Executive Director. Any marketing or advertising costs arranged directly by an Event Organizer will be the sole responsibility of the Event unless prior approval has been obtained by the CREA Executive Director. CREA Support Grant funds are not intended for general operations, supplies, permits or other non-marketing expenses. CREA Support Grants are awarded annually, without future obligation and should not be perceived as a permanent source of funding for an Event.

CREA Support Grant funding is awarded to supplement but not replace or create an Event's overall Marketing & Advertising strategy or plans. The CREA Executive Director will consult with Event Organizer(s) to ensure most efficient use of funds and that no duplication of promotional efforts occurs. Upon request the CREA Executive Director may advise on short- and long-term Marketing & Advertising goals for an Event if further potential growth to the City of Cortez sales tax revenue is determined. Receipt of CREA grants require sponsorship recognition by the Event.

If your Event is selected for CREA Support Grant funding you will be required to immediately provide the following:

- High resolution versions of your organization and/or Event logo (JPEG, PNG, PDF, Transparent)
- 2-3 high resolution Event photos
- Paragraph describing Event for CREA Calendar of Events

The Cortez Retail Enhancement Association (CREA) and its officers, agents, members, or representatives will not be held responsible for any operational or scheduling complications that arise for the Event that is awarded Marketing & Advertising Support Grant funds. This includes issues that are or are not caused beyond reasonable control, including without limitation acts or omissions of shortages of materials, transportation delays, fires, floods, diseases, labor disturbances, government or military authority, and/or pandemic related matters. Event Organizer(s) must provide prompt notice to CREA of any issue related in this provision and make diligent efforts for Event planning and communication despite such force majeure including potential return or repayment of spent funds if Event is cancelled.

Application signature signifies acceptance of above disclaimers and requirements as well as certifying that all statements in this application are true, accurate and complete.

*If a signature box does not appear, utilize Draw to sign name.*

Signature: \_\_\_\_\_

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

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

On behalf of: \_\_\_\_\_  
Name of Organization

Event Organizer(s) will be notified of receipt of any Support Grant funds and requirements to proceed within 60 (sixty) days of annual application deadline date.

Thank you for applying for the Cortez Retail Enhancement Association  
Marketing & Advertising Support Grant!

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