Cortez Retail Enhancement Association
PO Box 1715 • 928 East Main Street
Cortez, Colorado 81321

MARKETING & ADVERTISING SUPPORT GRANT APPLICATION

APPLICATION INSTRUCTIONS

Applications accepted October 1-31 annually.
Grant recipients will be notified November-December
for the following Event season.

Applications are available at: https://shopcortez.com/event-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 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 or mail completed application to address below.

Prior to submitting your application, verify 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

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

Questions? Contact CREA at 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

For application and instructions visit:
shopcortez.com/event-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: _____

_____

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/International): _____

EVENT DESCRIPTION

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

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 the 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:

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

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: _____

_____

_____

_____

Do you have Vendors for your Event? YES ☐ NO ☐

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

_____

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

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

_____

_____

Do you have Sponsors for your Event? YES ☐ NO ☐

If yes, please list: _____

_____

_____

_____

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

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.

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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