



Grant Application Form

Requested Grant Amount: _____

*If organization stated below received CTO Grant Funding in FY 2011, Exhibit C on page 10 must be completed and submitted.

Name of Applicant Organization: _____

Address: _____

City: _____, Colorado Zip: _____

Telephone: (_____) _____ - _____ Fax: (_____) _____ - _____

Contact Name: _____

Title: _____

Email: _____

Federal Employer Identification Number: _____

Primary Contact for Grant: _____

(If different from above)

Title: _____

Email: _____

Address: _____

City: _____, Colorado Zip: _____

Telephone: (_____) _____ - _____ Fax: (_____) _____ - _____

Colorado

Tourism Office

Grant Application Form

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Type of Applicant (Please Circle): Statewide Regional/Partnership

If Regional/Partnership, please list all participating Colorado communities (cities, towns, or counties) or project partners:

<u>Organization</u>	<u>Contribution to Project</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

Additional Comments:

Colorado

Tourism Office

Grant Project Timeline

The CTO requires a timeline worksheet that details the schedule of the marketing plan from tactics to events. The timeline must show that the project will be completed by the end of the grant period (August 15, 2012). General statements will not be accepted (i.e. - “X organization plans to place several ads in Y magazine.”) A specific plan must be in place.

The timeline may be recreated, but should follow the format below.

EXAMPLE

Paid Media	Ad Type, Size and Frequency	Placement Date
Magazine Title	¼ page four color ad, two times	December 2011, May 2012

Non-advertising Related Expenses (anticipated)

EXAMPLE

Specific Item	Start Date	Completion Date
Brochures	November 2011	March 2012



Marketing Budget Worksheet

ELIGIBLE OPPORTUNITIES	CTO GRANT	ORGANIZATION'S MATCHING FUNDS	TOTALS
Print/Outdoor (Newspaper/Magazines)			
Ad Production and Placement			
Online			
Broadcast Media (TV and Radio)			
Public Relations			
Tradeshow Participation			
Other (identify)			
Other (identify)			
TOTALS			

*All paid media should be included in the budget.

Please detail where the matching funds are coming from. (List the organization and how much it will be contributing.)

NOTE:

The purpose of this worksheet is to break down the proposal's budget and to identify what the CTO will be funding, what the grant applicant will be funding and the total cost of the marketing program.

The column labeled CTO GRANT indicates the money the CTO will put towards the program, the ORGANIZATION'S MATCHING FUNDS column will indicate the amount of money that will come from the organization's matching dollars, and the TOTAL column will indicate the total amount of money allocated to the specified line item.

***This marketing budget worksheet MUST accompany the proposal or it will not be accepted.**



**REQUIRED FOR
FY11 Grant Recipients**

Amount Granted in FY 2011: _____

Amount Spent in FY 2011: _____

Please provide a short summary (200 words or less) below on the project funded by the CTO and its impact/ROI on the state or region: