



Description of your regional or statewide advertising plan for activity or event.

Number of estimated attendees activity or event will attract: _____

Number of hotel nights the activity or event will generate: _____

How will hotel bookings be measured? _____

List of activity or event partners: _____

What other cash or in-kind resources are committed to the activity or event?

Please attach to the application two budgets: 1) an organizational budget and 2) an event budget.