



**Carbon County Visitors' Council dba Discover Carbon County, WY  
Event Advertising & Marketing Grant Application, Guidelines, & Instructions**

**DCC Mission:**

- The Carbon County Visitors' Council dba Discover Carbon County, WY Mission is to promote events, tourism, and the hospitality industry in Carbon County.
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**DCC Grant Process Goal:**

- The goal of the DCC Grant Process is to assist Carbon County organizations with events designed to generate travel and tourism within our county.
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**DCC Advertising and Marketing Grant Definition:**

- An Advertising and Marketing Grant is designed to assist Carbon County organizations with advertising and marketing efforts in order to bring out-of-county attendees and participants to a specific event.

**Eligibility:** Event Advertising & Marketing Grants are available to Carbon County tourism partners that are certified non-profit or governmental organizations: 501(c)3 or 501(c)6. Proof of non-profit status must be supplied with the completed grant application. Sectarian groups and religious institutions are not eligible.

**Grant award decisions are based upon:**

- The time of year the event will occur.
- Number of visitors/attendees inside and outside Carbon County.
- Number of overnight stays generated.
- Estimated economic impact on the area as a whole.
- Opportunity to maintain and grow visitation on an annual basis.

**Grant Funding:**

- Grant Awards will be based on expected (new event) and/or proven (repeat event) attendance and will be reimbursed up to **\$2,000.00** during the **Summer Season** (*Friday prior to Memorial Day through Labor Day*) **OR** up to **\$4,000.00** during the **Shoulder Season** (*Tuesday after Labor Day through Thursday prior to Memorial Day*).

Attendees	Shoulder Season	Summer Season
1-100	\$1,000.00	\$500.00
101-250	\$2,000.00	\$1,000.00
251-400	\$3,000.00	\$1,500.00
401 & above	\$4,000.00	\$2,000.00

**Required Recognition:**

*The Board requires specific recognition for its financial participation. Please note: the Office DCC Logo file(s) may be obtained from the DCC Office (307-324-3020 or via email [marketing@wyomingcarboncounty.com](mailto:marketing@wyomingcarboncounty.com)*

- **Audible identification (radio):** “**PRODUCED IN COOPERATION WITH DISCOVER CARBON COUNTY, WY**”
- **Broadcast at event:** “**PRODUCED IN COOPERATION WITH DISCOVER CARBON COUNTY, WY**”
- **Television and Internet:** Logo and/or audible identification “**PRODUCED IN COOPERATION WITH DISCOVER CARBON COUNTY, WY**”
- **ALL Print Media:** brochures, posters, promotional flyers, registration forms, magazine and newspaper advertising – Logo and “**PRODUCED IN COOPERATION WITH DISCOVER CARBON COUNTY, WY**”