



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)
SPECIAL EVENT MARKETING GRANT FY22-Cycle 2

REQUIRED DOCUMENTS

Applicants are required to provide the following:

- ✓ Brief history/overview of your organization and its mission; include local/regional collaborations with other organizations that will support and enhance the impact of your project and how the organization plans to sustain the project after grant funding.
- ✓ Complete **Event Marketing Plan** including:
 - Marketing Goals and Objectives that can produce measurable results
 - Target Audience/Markets
 - Detailed Marketing Tactics & Rationale
 - Complete Budget including sources of all cash & in-kind match
 - Project Timeline
- ✓ List of current board of directors with contact information. Municipalities must provide a list of selectpersons or city council members
- ✓ Three (3) letters of support. At least 2 letters must be from businesses who can speak to their anticipated benefit from the project. Letters cannot be from current board members.
- ✓ Letter of acknowledgement from your Regional Destination Marketing Organization (RDMO). For a list of RDMO representatives visit: <https://motpartners.com/partner-organizations/>
- ✓ Completed State of Maine Substitute W-9 & Vendor Authorization Form [https://www.maine.gov/osc/sites/maine.gov.osc/files/inline-files/vendor ME W9v5.pdf](https://www.maine.gov/osc/sites/maine.gov.osc/files/inline-files/vendor_ME_W9v5.pdf)
- ✓ Brief letter to MOT, stating your organization is prepared to accept the incorporation of "Rider B" attached hereto, in the final service contract.
 - [Tourism Grant Rider B](#)

Questions?

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