

# Maine

VisitMaine.com

MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)  
SPECIAL EVENT MARKETING GRANT  
FY2023-Cycle 1

## APPLICATION CHECKLIST

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** that includes:
  - 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 (4) letters of support. Include letters from businesses who can speak to their anticipated benefit from the event. Letters cannot be from current board members or event sponsors.
- Letter of acknowledgement from your Regional Destination Marketing Organization (RDMO). For a list of RDMO representatives visit: [MOTPartners.com/partner-organizations/](https://MOTPartners.com/partner-organizations/)
- Completed State of [Maine Substitute W-9 & Vendor Authorization Form](#)
- Brief letter to MOT, stating your organization is prepared to accept the incorporation of [Rider B](#) in the final service contract.

## Questions?

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