

Maine

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MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)
SPECIAL EVENT MARKETING GRANT
FY2023-Cycle 2

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 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/
- 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.

All the above should be submitted as separate documents.

Questions?

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