

2009-2010 Billings Chamber/CVB Ad Assist Application

Please locate, package and submit the following items:

- Name of your event
- Your Name, Address, Phone
- Briefly explain your event and the goals you hope to achieve.
- What is/are the date(s) of your event?
- How many years has your event existed?
- If this is the inaugural event, do you plan on making this a repeat event?
- What is your estimated attendance and what % is from outside the Billings area?
- How do you measure the above percentage? (If your event is selected for award, you will be required to submit an event wrap-up detailing your attendance breakdown numbers.)
- What positive impact does your event have upon Billings?
- Who benefits from the net proceeds from your event?
- Does your organization have infrastructure in place; staff, web site, e-mail?
- 12. How are you currently promoting your event?
- What are your current funding sources for marketing & advertising?
- Please provide an itinerary, agenda or program for your event.