



## Arts & Events Marketing Assistance (AEMA) Application Guidelines 2017-18

AEMA is a Visit Winston-Salem marketing program that provides reimbursement funding to annual festival and event organizers and attractions who successfully demonstrate that their marketing to out-of-area visitors. For additional information go to [VisitWinstonSalem.com/AEMA](http://VisitWinstonSalem.com/AEMA).

*Please use the following format/outline to complete your AEMA request. There is no limit to the number of applications per company submitted, but submissions are limited to one application per event/project. If you have not previously received funding from Visit Winston-Salem, please complete and return a [Vendor Form](#) and/or a copy of your organization's W-9 tax form.*

- 1.) Name of organization
  - 2.) Name of event/festival/program
  - 3.) Brief description & history of event/festival/program
  - 4.) Date/time (hours of operation) of event/festival/program
  - 5.) Location(s) of event/festival/program
- A.) **Detailed Marketing Plan** (total possible points: 35) -- please provide the following information in your request:

Outline the *primary* overall goals and objective(s) as well as marketing mission of the event/festival/program.

Please include the following information/details in your plan: a.) geographic markets you will deploy your marketing efforts; b.) demographic target market/audience.

Please provide publicity, public relations and promotional plans and activities, print, on-line and/or social media campaign details.

What is your calendar/schedule of marketing and promotional activities, including advertising/media buys?

Please specify a desired funding amount and provide a detailed financial plan about how Visit Winston-Salem AEMA funds will be allocated, including how funding will impact the success of the event/festival/program. For example, a purchase of an advertisement in Our State Magazine or digital ad on CharlotteObserver.com.

**B.) Goals and Objectives for Attracting Out-of-Town Visitors** (total possible points: 25)

Please specifically define how your event/program's goals and objectives target/attract out-of-town visitors. Please provide any back-up promotional/collateral that may better illustrate implementation.

**C.) Collaboration & Partnership with Forsyth County Hotel(s) and Cross-Marketing with Community Partner(s)** (total possible points: 25)

Please specify any packaging and partnerships with Forsyth County hotels and specify any cross-marketing activities/tactics with other community partners that strengthens the overall mission of branding the destination as well as your event/festival. Examples include cooperative advertising buys; working in partnership to attract editorial coverage, Web site linkage and working with hotels to create special overnight packages. Please list any past and/or planned cooperative packaging activities.

**D.) Research** (total possible points: 15)

Please include how you will measure the attendance of out-of-county participants and overnight stays at Forsyth County accommodations. Please include any past research conducted and if applicable, please provide any geographic (such as zip codes), demographic (such as age, income, gender, education level), psychographic and/or attendance history (such as collection of mailing addresses and email addresses) for the last three years. Please provide any documentation such as ticket sales, hotel occupancy pick-up reports and survey results.

\*Please note that first-time events/new campaigns receive five points for specifically describing their research/attendance tracking methodology; repeat events receive five points for including past attendance, overnight visitation and any other demographic/geographic research results.

***Contact information for organization representative:***

Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Funding Amount Requested (as specified in section A): \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Please email completed application and all required documentation in pdf format or submit 10 copies and attach any additional documents no later than noon on Thursday, April 13, 2017. Applications received after the deadline will not be accepted.

Applications should be sent to:

Marcheta Cole Keefer  
Director of Marketing & Communications  
Visit Winston-Salem  
200 Brookstown Avenue, Winston-Salem, NC 27101  
Phone: 336.728.4211, Fax: 336.721.2202  
[marcheta@visitwinstonsalem.com](mailto:marcheta@visitwinstonsalem.com)