



## ***Member Marketing Program***

### **Purpose:**

To provide marketing grant dollars to Visit Minneapolis North member lodging properties to assist in helping promote their property to result in the increase group of occupancies.

### **Funding Criteria & Eligibility:**

- Must be a Visit Minneapolis North member lodging property with 5000 square feet of meeting space or less.
- Eligible marketing activity must occur on or before December 31, 2008.
- For any consumer and trade advertising along with direct mail, the Visit Minneapolis North logo or mention of Visit Minneapolis North must appear somewhere on or within the marketing.
- For shows and sales missions, Visit Minneapolis North would like a list of attendees or contacts if available.
- Applications must be filled out and submitted to the Senior Director of Sales & Marketing at Visit Minneapolis North at least 10 business days before the activity.

### **Eligible Marketing Activities:**

- Consumer Advertising
- Consumer Shows (this includes sports shows)
- Trade Advertising (tourism, meetings or sports)
- Internet Advertising (projects must be pre-approved)
- U. S. Trade Shows (tourism, meetings or sports)
- Direct Mail (tourism, meetings or sports)
- Visit Minneapolis North, Explore Minnesota Tourism and pre-approved out-of-state sales missions

***\*Visit Minneapolis North guides are not eligible for funding.***

### **Award Process:**

- Funding decisions will be made by the Visit Minneapolis North Executive Director.
- Funding for an Eligible Marketing Activity is 40% of total cost based on a maximum of \$1000 per activity. \*Please note that there will be a maximum dollar amount available per property.
- Grant sponsorship dollars is based on availability of funds.
- Any changes in the activity must be submitted in writing to the Executive Director at Visit Minneapolis North at least 5 business days before the activity occurs for continual funding consideration.

### **Payment Structure:**

- The full amount of funding will be disbursed following the completion of the activity, along with a copy of the invoice for the activity – AND -
- An invoice to Visit Minneapolis North for the grant amount and a completed evaluation form.

### **Application Deadline:**

- Applications for funding must be filled out and submitted to the Executive Director at Visit Minneapolis North at least 10 business days before the activity.

