



MARKETING FUNDS REQUEST

Downtown Shreveport Unlimited Mission Statement

To support the promotion of quality downtown projects and events, including the production of one premier fund-raiser annually and to provide a forum for members, downtown property owners and tenants to express concerns and interests regarding legislative and economic issues.

In keeping with its Mission Statement, DSU encourages the promotion of downtown as a destination, and, therefore, makes available funds for marketing and promotion of downtown events and projects.

Application Submission Deadlines for 2017:

For First Quarter Projects – December 7
For Second Quarter Projects – March 15
For Third Quarter Projects – June 14
For Fourth Quarter Projects – September 13

Eligible Organizations: Any organization planning to hold an event in the Downtown Development District or whose efforts benefit downtown.

Funding Guidelines: Funds must be used for promotion and advertising of the event. Advertising and promotion may take place in the Shreveport-Bossier area or out-of-market.

Application: A fully completed application must be submitted to Melanie Bacon at Downtown Shreveport Unlimited at least 60 days prior to the event.

Final Event Summary: The final event summary is due within 60 days of the end of the event and must be accompanied by the final Request for Reimbursement Form.

Procedures for Draw of Funds: Payment is on a reimbursement basis only and is made only after proof of paid invoices is presented, accompanied by the Request for Reimbursement Form.

DSU MARKETING FUNDS APPLICATION

Please return to:
Melanie Bacon, Executive Director
629 Spring Street
Shreveport, Louisiana 71101
318.226.5641
melanie@dsula.org

Date: _____

Name of Organization: _____

Event Manager/Coordinator: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Name of Event: _____

Description of Event: _____

Event Date: _____ Event Location: _____

Amount of Funding Requested: _____

Event's Total Advertising Budget: _____

(Attach event budget and Marketing Plan. Marketing Plan should include details regarding placement of advertising/media and how marketing materials will attract visitors to the event.)

Name: _____

Print

Title: _____

Print

Signature

REQUEST FOR REIMBURSEMENT FORM

(Please provide copies of paid advertising and check in payment thereof.)

Event Name: _____

Organization: _____

Address: _____

Manager: _____ Phone: _____

Amount of DSU Funds Awarded: \$ _____

Checklist:

_____ Attach copies of all print media

_____ Attach copies of all marketing/advertising invoices

_____ Attach copies of checks used to pay invoices.

EVENT SUMMARY

Did the event have the anticipated results? _____ Please Explain: _____

What was the total number of attendees? _____

What recommendations do you have for the event in the future? _____

Examples of publicity received other than print media: _____

Signature: _____

Date: _____