



## DIGITAL MEDIA GRANT APPLICATION

The Martinsburg-Berkeley County Convention and Visitors Bureau (M-BCCVB) understands that developing or re-developing a marketing plan can be costly, and it is crucial for the success of tourism in Martinsburg and Berkeley County. Therefore, the M-BCCVB provides a Media Grant of up to \$5,000 to support local non-profits with tourism appeal. This grant can assist with creating a year-long marketing plan or for other digital media to help promote the event or tourism site. This may include rebranding, website rebuild, or other digital marketing with tourism in mind.

*It's mandatory to acknowledge the Martinsburg-Berkeley County Convention and Visitors Bureau on print material; if not, it may forfeit other grant opportunities with the M-BCCVB.*

This is a one-time grant. When applicable, it's encouraged to use local companies to help with plan development. The grant should be submitted well before the required date, as there is a 30 to 60-day approval/reward process. A Final report will be due no later than 90 days after completion of the digital media and a copy or link to the digital media must be provided to M-BCCVB.

Please submit your entries via email to Susan Crowell at **Susan@travelwv.com** or deliver them to the M-BCVB offices.

*Handwritten submissions will not be accepted.*



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BUSINESS NAME: \_\_\_\_\_

BUSINESS CONTACT: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

BUSINESS PHONE: (\_\_\_\_) \_\_\_\_\_ BUSINESS FAX: (\_\_\_\_) \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

BUSINESS WEBSITE: \_\_\_\_\_

TYPE OF BUSINESS: \_\_\_\_\_

AMOUNT OF MONEY BEING REQUESTED: \_\_\_\_\_

LIST THE TYPE(S) OF PRING MEDIA FOR WHICH THIS GRANT WILL BE USED.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

HOW DOES THIS BUSINESS PROMOTE TOURISM AND BE SPECIFIC ABOUT HOW THIS WILL ASSIST IN INCREASING TOURISM TO OUR AREA?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ATTACH YOUR MARKETING PLAN, WHICH SHOULD INCLUDE A BUDGET WITH ESTIMATED COSTS TO JUSTIFY THE AMOUNT REQUESTED.