



New Event Marketing Grant Application

The BID New Event Marketing Grant is designed to support new downtown events with one time support for marketing initiatives. We want to help launch new downtown events with the ultimate outcome of attracting local and surrounding communities to visit our downtown and build awareness and/or traffic to local businesses.

New Event Marketing Grant: The objective of the New Event Marketing Grant is designed to encourage new events to take place in our downtown, to attract local and surrounding communities to visit our downtown, and build awareness and/or traffic to local businesses. BID focuses on supporting new events downtown by providing one time support to help launch new downtown events with marketing and promotion. Applicants will need to provide details to the BID board on how this grant will be utilized to market their event (billboard ads, social media ads, radio ads, etc.). BID has allocated \$3,000 for 2025 for New Event Marketing Grants with a max of \$1,000 per event. The event will need to include BID in advertising and marketing materials.

This grant is funded by an allocation of funds from the Business Improvement District (BID). BID is funded through an assessment system that levies a special assessment against property owners within the Business Improvement District.

Process:

1. Please submit the below form to bid@downtownjanesville.com or bided@downtownjanesville.com or at the BID office located inside of the Janesville Convention and Visitors Bureau (20 S. Main St. Suite 11, Janesville, WI 53545) inside of Olde Towne Mall Direct any questions to BID Executive Director, bid@downtownjanesville.com or bided@downtownjanesville.com
2. Applicants are encouraged to apply early. Funds are limited and will be allocated on a first come/first-reviewed basis. Depending on the quantity and quality of the applications, the entire fund could be completely allocated to one event.
3. Those approved to receive funds consider it as sponsorship. BID logo should be used on appropriate collateral mediums.
4. Recap of event, including how dollars were used, attendance of event vs expected, etc. to be presented back to the BID Board within 90 Days of the event.

Events will be evaluated on the following: • The quality of the planning put into coordinating the promotion • Event is held within the BID boundaries • Time of the year • Uniqueness/innovation of an event in serving as a draw for visitors • Potential of promotion becoming self-supporting • Event draws county, state, or regional media exposure • New or increased business for the downtown • Matching funds from the applicant



New Event Marketing Grant Application

Organization Hosting Event:

Type of Organization: (non-profit, group, etc.)

Event Lead Name:

Event Lead Phone and Email:

Goal of the Event:

How is success measured?

Marketing Funds Requested of BID (max of \$1,000): \$

Type of Marketing That Will Be Utilized with Funds:

Total Event Sponsorship Goal:

Sponsorship benefits provided to BID:

Event Location:

Estimated Number of Attendees:

Is this a ticketed event:

Have you already received your City of Janesville event permit?

General Event Information: (Attach if more room is needed)

Please submit any supporting materials.