



## FAQ's Event Grant Program

### **Q: Is the Walton County Reimbursement Event Grant Program a sponsorship?**

**A:** No, the Walton County Reimbursement Event Grant Program is **not** a sponsorship program. Funds are reimbursed **after** the event has taken place, provided all required documents outlined in the **Requirements and Guidelines** have been submitted and approved. This program has specific requirements, and awarded funds **must** be used as stated in the guidelines; otherwise, they will not be reimbursed.

### **Q: Should I apply for the Walton County Reimbursement Event Grant Program?**

**A:** Events that plan to purchase **traditional or digital advertising outside of Walton, Bay, and Okaloosa counties** are ideal candidates for this grant program. Advertising efforts **must** target audiences **outside** of Walton, Bay, and Okaloosa counties to attract visitors to the area in order to be eligible for reimbursement.

### **Q: What is traditional advertising?**

**A:** As defined in the **Walton County Event Grant Program Guidelines**, traditional advertising refers to conventional marketing methods, including:

- **Television commercials** – Ads aired on TV networks.
- **Radio ads** – Promotional messages broadcast on radio stations.
- **Print media** – Ads in newspapers, magazines, and brochures.
- **Billboards & signage** – Large-scale outdoor advertisements.
- **Direct mail** – Flyers, postcards, and catalogs sent to mailboxes.

## Q: What is digital advertising?

**Walton County Event Grant Program Guidelines**, digital advertising refers to online and social media-based marketing efforts, including:

- **Social media marketing** – Promotions on platforms like Instagram, Facebook, and TikTok.
- **Digital and streaming ads** – Advertisements on websites, e-blasts, banner ads, and event calendar listings.

## Q: What is non-traditional advertising?

**A:** As outlined in the **Walton County Event Grant Program Guidelines**, non-traditional advertising includes:

- **Photography and videography** – For promotional use.
- **Website creation fees** – Costs associated with developing a site for the event.
- **Public relations fees** – Press releases and other media-related expenses.
- **Event apparel and souvenirs** – Items **must** be promotional (not sold) and include the Walton County Tourism logo, which must be approved beforehand.

*No more than half of the awarded grant funds may be spent on non-traditional marketing initiatives.*

## Q: How do I apply for the Walton County Reimbursement Event Grant Program?

**A:** Applicants must complete the grant application and submit all required information. Applications must be submitted **before** the deadline to be considered for funding.

## Q: When is the application deadline for the grant?

**A:** The deadline for submission is specified in the **grant guidelines**. Late applications **will not** be considered.



## Q: What documentation is required for reimbursement?

A: If accepted into the program, to receive reimbursement, awardees must submit:

- Proof of payment
- Invoices
- Advertising samples with approved logo
- Any additional documentation required in the grant guidelines

**All marketing materials must include the provided logo** as outlined in the grant guidelines. If the logo is missing or not approved beforehand, those expenses **will not** be eligible for reimbursement.

Failure to provide proper documentation may result in **non-reimbursement**.

## Q: How long does it take to receive reimbursement?

A: Once all required documents have been submitted and approved, reimbursement processing typically takes **6-8 weeks**.

## Q: Can I use grant funds for event expenses other than advertising and marketing?

A: No, grant funds **must** be used specifically for advertising and marketing efforts that align with the program guidelines. Expenses such as catering, venue fees, and entertainment **are not eligible** for reimbursement.

## Q: Can I apply for the grant if my event is new?

A: All events will be **evaluated by a TDC committee** and assigned a score based on a **maximum of 100 points**. The score is determined by a combination of:

- Responses to the **Application Questionnaire**
- The event's **Marketing Plan**



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- **The Event Description Narrative**

Committee members will vote to determine whether an event qualifies as a **Signature or Experience event**. Events receiving an **aggregate score below 75/100 will not be accepted** into the program.

**Q: How much funding can I receive from the Reimbursement grant?**

**A:** Award amounts vary based on the event's marketing plan, projected impact, and available funding. Maximum award amounts are outlined in the **grant guidelines under event classifications**.

**Q: Who should I contact if I have questions about my application or reimbursement?**

**A:** For questions regarding the application process or reimbursement, please contact **Cecilia Canut** at [Cecilia@WCFLTourism.com](mailto:Cecilia@WCFLTourism.com)