

## Application for projects over \$500

Organization Name Gold West Country

Project Name Folk Festival Sponsorship

Application Completed by Sarah Bannon

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Butte has put on a National Folk Festival for the last three years. This is the first year they are trying to do this on their own as the Montana Folk Festival. They are hoping to draw 175,000 people which will put people all around Gold West Country and Montana. This is a three day event on July 8-10, 2011 that hosts music from different ethnics and puts them on seven stages setup through the uptown area.

Gold West Country would like to transfer \$7000 of uncommitted funds to Opportunity Funds and put a total of \$9000 toward this project. The money will be go toward media buy, and distribution of brochures and posters throughout the region.

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### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Have at least four printings regarding information in Gold West Country.
- Look into expanding into more social media outlets.

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Refer to the portions of your marketing plan, which support this project.

- Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historical opportunities this region has to offer.

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How does this project support the Strategic Plan?

Expand public-private marketing partnerships with tourism businesses and attractions...

**“...Leverage public and private marketing investments to expand Montana’s reach...”**  
(Page 49)

Enhance funding for region and CVB marketing efforts.

**“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)**

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

**Gold West Country Folk Opportunity Funds  
Montana Folk Festival**

	State Tourism Funds		Other Funds		Total
<b>MARKETING/ADVERTISING:</b>					
	\$0	+		=	\$0
Sponsor Folk Festival	\$9000	+		=	\$9000
	\$0	+		=	\$0
<b>TOTAL</b>	<b>\$9000</b>				<b>\$9000</b>

<b>REGION/CVB</b>	<b>PROJECT</b>		<b>\$9000</b>	<b>+</b>	<b>\$0</b>		<b>\$9000</b>
<b>TOTAL</b>							