



## **Marketing and Promotion Program for Monument Businesses**

Monument's shops and restaurants are an integral part of the authentic Monument experience that attracts both locals and consumers from the regional market area. To provide enhanced support of Monument's retail sector the Town of Monument is launching a Marketing and Promotions Program.

The marketing and promotions would include events, workshops, or activities that attract customers and visitors to the Town of Monument and its businesses.

The program will reimburse up to 50% (limit of \$500) per business/year of eligible marketing expenses to include:

- *Posters/Fliers/Postcards/Brochures*
- *Print Ads*
- *Radio/TV/Web promotions*
- *Event planner/consultant*
- *Extra Labor/Overtime for employees to stay open extended business hours*



## Monument Marketing and Promotions Grant Program Application

### Applicant Information

Name of Applicant \_\_\_\_\_

Name of Business \_\_\_\_\_

Nature of Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Town of Monument Business License Number \_\_\_\_\_

Sales Tax License \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Other Businesses/Organizations Participating:

Name	Contact	Phone	Email
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

### Project/Program Information

#### Location

Historic Downtown

Highway 105 Corridor

Jackson Creek

**Program/Event Name** (if applicable): \_\_\_\_\_

Amount requested: \_\_\_\_\_ Total Budget of Program/Project: \_\_\_\_\_

Please provide a breakout of the entire program/project Budget as a separate attachment.

Contact information for the Program/Event:

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**Program/Event Information**

Summary of the Program/Event Purpose and how it pertains to the community. Please include details such as location, target market, types of media, etc.: \_\_\_\_\_

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**Instructions**

Complete entire application and W-9 and return to:

Town of Monument

Attn.: Madeline VanDenHoek

645 Beacon Lite Rd.

Monument, CO 80132

For further questions about the program, please contact Madeline VanDenHoek, Assistant to the Town Manager/Strategic Initiatives at 719-884-8013 or [mvandenhoeck@tomgov.org](mailto:mvandenhoeck@tomgov.org)

**\*\*Programs are subject to funding availability. Funding is determined on a first come, first served basis.\*\***