

FROSTIVAL

JANUARY 14 - FEBRUARY 25, 2023

EVENT ASSISTANCE

Guidelines

Help the FMWF community embrace the cool of winter!

The FMCVB will grant up to **\$18,000** to community event organizers who wish to host events for Frostival 2023. Event budget summaries will be required prior to receiving event assistance dollars and may be used to help cover marketing and/or operational costs.

Event Assistance will be granted to individual event organizers within the categories below.

- Free Events:** Up to 33% of event budget (\$2,000 max per event)
- Ticketed Events:** Up to 33% of event budget (\$750 max per event)
- Registration Fee Events:** Up to 33% of event budget (\$750 max per event)
- Fundraiser Events:** Up to 33% of event budget (\$750 max per event)
- NEW Events:** May qualify for a \$250 bonus, event must be NEW to the community

Should event(s) be cancelled, the CVB will work with individual event organizers to determine payout based on hard costs already paid. All dollars will be paid out after event completion and receipt of post event documentation.

To qualify for event assistance dollars, community organizers must:

- Host a unique event that must take place between January 14 and February 25, 2023
- Submit an anticipated event budget and marketing plan prior to December 19, 2022
- Submit actual budget including event costs with supporting documentation such as receipts, event attendance and recap of event no later than two weeks post event.
- Attend post-event meeting with CVB

Application deadline: December 19, 2022

How to apply: frostival.com/get-involved

Contact: Stephonie@fargomoorhead.org

FROSTIVAL.COM