

# FROSTIVAL

JANUARY 13 - FEBRUARY 24, 2024

## EVENT ASSISTANCE GUIDELINES

The FMCVB will grant up to **\$18,000** to community event organizers who wish to host events for Frostival 2024. Final event budget(s) 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 Final event budget (\$2,000 max per event)
- Ticketed Events:** Up to 33% of Final event budget (\$750 max per event)
- Registration Fee Events:** Up to 33% of Final event budget (\$750 max per event)
- Fundraiser Events:** Up to 33% of Final event budget (\$500 max per event)
- NEW Events:** May qualify for a \$250 bonus, event must be NEW to the community

To maximize the awarded assistance dollars, all events that breakeven or have a profit will be awarded a maximum of \$500 per event.

Should event(s) be canceled, 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, receipt of post event documentation including final budget(s).

### **To qualify for event assistance dollars, community organizers must:**

Host a unique event that must take place between January 13 and February 24, 2024

Submit an anticipated event budget and marketing plan prior to December 22, 2023

Submit Final 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 Frostival meeting with CVB

**APPLICATION DEADLINE:** December 1, 2023

Applications will be reviewed in the order they are received and approved events will be notified by **December 8th.**

**HOW TO APPLY:** [frostival.com/get-involved](https://frostival.com/get-involved)

**CONTACT:** [Stephonie@fargomoorhead.org](mailto:Stephonie@fargomoorhead.org)

**FROSTIVAL.COM**