



Co-Op Marketing Reimbursement Grants Program

Fact Sheet

Updated 7/22/09

The mission of the Co-Op Marketing Reimbursement Grants Program is to financially aid in the creation and implementation of projects designed to stimulate and expand travel and tourism within the state of Georgia.

The FY 2009-2010 Co-Op Marketing Reimbursement Grant Guidelines, Application, Logo Usage Guidelines and Tier Level information can be found on our website at www.marketgeorgia.org and then “resources”

The Co-Op Grants Program is to help with the creation of marketing tools to promote your entity. The Co-Op grant funds must be used for tangible/measurable results that promote Georgia tourism.

Grants cannot be for more than 50% of the program.

Maximum requested amount is \$20,000 for all categories.

Minimum total project cost \$5,000.

One grant application per year.

Application deadline August 15, 2009

Grant notification by October 15, 2009

All funds for your project should be in place before starting the project. This is a reimbursement grant.

Distribution of funds comes after the submission of a Final Report.

Projects must fall between October 15, 2009 and June 30, 2010

Submitting entity must have been in existence for at least 18 months.

TIA defines “tourist” as a traveling more than 50 miles or spending the night. We are marketing to tourists not locals.

1. Programs started before the grant notification date (October 15) are started at your own risk. Programs running into June 2010 must submit a preliminary Final Report with projected attendance numbers before May 29, 2010. An amended Final Report with actual numbers must be submitted immediately after the program ends. Failure to report the final actual attendance numbers will eliminate participation in the next year’s grant program.
2. Travel and entertainment costs are not reimbursable as part of the matching grant program. Theatre tickets, transportation, food & beverage within a FAM trip do not qualify for reimbursement.