

## NEW!

The Converse County Tourism and Promotion Board (CCTPB) offers advertising and promotional support for local events through the following outlets:

- Table tents distributed county-wide
- CCTPB website
- Social media platforms
- Cowboy State Daily
- Townsquare Media
- Douglas Broadcasting
- Oil City News
- Douglas Budget / Glenrock Independent
- Wyoming Group Newspapers (Wheatland, Lusk, Torrington, and Guernsey)
- Video and photography services

Non-profits organizations may also submit grant requests for advertising or promotional needs beyond those listed above.

**A completed NON-PROFIT GRANT APPLICATION form is required for all events, even if you are not requesting direct funding.** This ensures the board has the necessary details to advertise effectively on your behalf.

**Applications should be submitted at least three months before your event** to allow for proper planning and to maximize the quality and reach of your marketing campaign.

### **Help Us Market Your Event or Attraction Effectively**

Our ability to deliver quality marketing for your event or attraction depends on strong communication from the start. When submitting information, please include everything someone might need to know in order to participate. That includes:

- Registration details – If attendees or vendors need to sign up, where do they do that? How do they submit payment?
- Full event schedule – Include dates, start and end times, and specific locations for each portion of your event.
- Graphics – Do you have a flyer, logo, or other visual materials? Share any graphics that can serve as a starting point.
- Photographs – Quality images from past events help us tell your story. Please send any you have.

- Talent or special guests – Are you expecting performers, speakers, or vendors with a strong following or special skills? Let us know so we can highlight them in promotions and maximize their impact.

This information should be submitted well in advance so we have time to create high-quality materials and build excitement around your event.

When marketing lacks complete details, it starts to impact attendance. Guests are less likely to commit if key information is missing or unclear. It should be easy for people to make plans, know where to go, and arrive with confidence in the schedule and their expectations.

Once the marketing goes live, we encourage you to share the messaging on your own channels and help respond to any questions that arise. There is much you can do to boost your own exposure by becoming an active part of the marketing team. Your participation helps expand the reach and effectiveness of every promotional effort.