



PO Box 655

Newcastle, WY 82701

Application for Co-op Advertising Funding

Weston County Travel Commission (WCTC) is committed to increasing visibility, spending, hotel stays, and visitation to our area by assisting our local businesses with advertising costs in our area.

WCTC will pay 50% of advertising costs up to a maximum amount of \$500 to each business per fiscal year (July 1 – June 30). Amounts paid by the Commission may be adjusted as dictated by the Commission's budget.

Co-op advertising provides funding to qualifying businesses who advertise to attract visitors to stay and play. To qualify for consideration the advertiser must provide: proof of advertising that clearly indicates how the monies were spent (copy of the print ad, date, time, script and spot rate for radio/TV ad, billboard art, social media post or any sales receipt pertaining to the advertisement). Advertising **MUST** also have been paid for in part by WCTC printed or mentioned in the ad. Preference will be given to lodging facilities, and tourist attractions. Upon approval from the WCTC payment will be made to the qualified participant.

The business is liable for payment of advertising purchased. Weston County Travel Commission is in no way liable for co-op payments directly to the media. This request, and all of the above-mentioned documentation, must be turned in to the Weston County Travel Commission at P.O. Box 655, Newcastle, WY, 82701 on or before May 8, 2024, or by emailing trandahlb@gmail.com



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The WCTC will review the application in consideration of co-op advertising funds at the May 15, 2024 meeting.

Business/contact:

Address/Email:

1. What type of advertising will the funds you are requesting be used for.
2. How do you actively recruit visitors to the Weston County Area.
3. Is this existing advertising? If yes, please attach a copy.
4. New advertising. Please attach a copy.
5. What is the total cost of the advertising?