

2026 Grant Program

Co-op Advertising Grant

To enhance marketing efforts with award amount up to \$3,500 in matching funds.

- Local focus – up to \$2,000 with 50% match, Regional/larger focus – up to \$3,500 with 50% match
- For use towards advertising and marketing expenses only
- Applications are due 60 days prior to event *Reimbursements due 60 days post event

Community Connect Program

To assist with marketing effort for small events with a maximum award up to \$500 – does not require matching funds

- For use towards marketing and advertising costs only
- Special consideration will be given to events taking place in rural Hancock County
- Organizations are encouraged to build a marketing plan and roll into the Co-op Advertising Grant within 3 years.
- Organizations are limited to 3 Community Connect grants per calendar year
- Applications due 60 days prior to event *Reimbursements due 60 days post event

Tourism Development & Growth Program

Aid in the development of a new event or a significant enhancement or addition to an already established event

- Tourism Development award amount up to \$8,000 in matching funds or 50% of the total event budget and Tourism Growth award amount at a maximum of \$5,000 or 50% of the total enhancement budget
- Projects through these programs have the ability to be funded for a 2 year cycle
- Limit of 1 Tourism Development or Growth grant per organization, per year
- Can be combined with Co-op Advertising
- Not eligible for concession/souvenirs, entertainment, wages/salaries (i.e. tournament director), insurance/permits, overnight accommodations, raffle items or alcohol.
- Applications are due April 1, 2026 *Reimbursements due 60 days post event

Tournament Builder Program

Assist sports tournaments and competitions by building awareness of the Findlay area and exhibit a growth pattern that benefits the community

- Single day competition maximum award of \$1,500 in matching funds, Multi-Day Competition maximum award of \$5,000 in matching funds
- Can be combined with Co-op Advertising
- Limited to 5 Tournament Builder grants per organization, per year
- Must show a track record of overnight stays to qualify for Multi-Day funding
- Not eligible for concession/souvenirs, entertainment, wages/salaries (i.e. tournament director), insurance/permits, overnight accommodations, raffle items or alcohol.
- Applications due 90 days prior to event *Reimbursements due 60 days post event

Value Added Resources

- Assist with creation of a marketing plan and creating marketing assets
- CVB can extend bulk pricing to grant partners with our network media partners – inquire for details!
- Add your event to the Visit Findlay Event Calendar for promotion on our social channels
- Save money by borrowing our event supplies (i.e. sail flags, cash boxes, signage)
- Welcome your VIP guests by providing them a Visit Findlay welcome bag
- Partner with us by listing your event with Ohio Tourism's publications and online
- Work with us one-on-one to determine use of our existing marketing to assist promoting your event
- See more ways Visit Findlay can help at [VisitFindlay.com/Partner-Resources](https://www.visitfindlay.com/Partner-Resources)

**All events taking place in October and November's reimbursements are due no later than December 15*