

# Union County Chamber of Commerce Tourism Cooperative Advertising Program



## About the Cooperative Advertising Program

The purpose of the Cooperative Advertising Program is to promote tourism related events and activities to a wider audience through cost-sharing partnerships. The program is sponsored by the City of La Grande and Union County Transient Room Tax (TRT) and administered by the Union County Chamber of Commerce.

## Awards

Applicants can request up to 50% of the cost of media advertising (print, radio, online) to promote an event, project or activity with a cap of \$1,000 per applying entity in a fiscal year. Those requesting more than this amount each year must approach the Executive Director for special consideration. Applications for cooperative advertising awards are submitted directly to the Union County Chamber of Commerce Executive Director and considered on a case by case basis. Awards are subject to fund availability. Cooperative ad awards must be used for the specific advertising opportunity identified in the request. If selected, the Union County Chamber of Commerce kindly requests the applying organization includes the Chamber's logo or name in marketing materials (similar to a sponsorship).

## Timeline

Cooperative Advertising requests can be made at any time.

## Eligibility

The Discretionary Fund and Cooperative Advertising award is open to all individuals, businesses, and organizations in Union County. Cooperative ad award must be used for marketing or advertising expenses that show a direct benefit to tourism in Union County.

\*If you would like to discuss combining multiple ads into larger media buys, please contact the Union County Chamber of Commerce Executive Director.



## Cooperative Advertising Application Form

Contact Person	_____
Organization	_____
Address	_____
City	_____ Zip Code
Phone	_____ Email

1. Title, description and location of your organization's event, activity or project:

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2. Is this a multi-day event or project?  Yes  No

3. Is this a new event or recurring event?  New Event  Recurring Event

4. What form of media is the advertisement (radio, publication, online, etc.)?

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5. Describe the advertisement (type, size, cost, run frequency, duration, etc.)

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6. What is your target audience?

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7. What geographic locations will the advertisement be circulated?

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