

Years of Funding, Award Amounts and Submission deadlines per Category

Category	Years of Eligible Funding	Consecutive Years Required	Maximum Award/Request*	New Application Required Each Year	Deadlines***
New Event	3	No	\$39,550	Yes	8/1, 11/1, 2/1, 5/1
Existing Event	2	Yes	\$39,550	Yes	8/1, 11/1, 2/1, 5/1
One Time, One-of-a-Kind	1	N/A	\$28,250	N/A	8/1, 11/1, 2/1, 5/1
Sales Promotion**	2	Yes	\$39,550	Yes	8/1, 11/1, 2/1, 5/1
Destination Marketing with three or more communities	3	No	\$10,000 per community up to \$40,000	Yes	4/1, 9/1

* Subject to change.

** An organization receiving a Sales Promotion award is not eligible for another until two fiscal years following the completion of the last grant received.

*** All applications **must be** received by Abbie Hill at the Department of Tourism's Madison office **90 days before the start of JEM reimbursable advertising.**