



**Tourism Cyclone Recovery Program
Standard, Budget and Beach Fales Accommodation Facilities and Support
Services**

MARKETING GRANT APPLICATION FORM

1. Business name: _____

2. Physical Location (village & constituency): _____

3. Contact Details:

Contact Person	
Postal address	
Telephone	
Fax	
Mobile	
Email	
Website	

4. When was the business established? _____
(Please attach current business license)

5. Background of project:

a. What marketing products did your business provide or access prior to Cyclone Evans in December 2012?

b. Has your business obtained any funding for re-building after Cyclone Evan? If yes, which of these.... A loan; own/business saving; funds from relatives/friends? If so, what was the loan amount? (please attach any relevant information pertaining to your current financial statues)

6. Briefly outline details of your request?

a. Please provide details of marketing strategy/product proposed?

(Please refer to table below and provide your answer in a separate sheet of paper)

b. When are you planning to start the project?

c. What is the expected project completion date from when funding under TCRP is approved?

Please address all application to the CEO, Samoa Tourism Authority

Noted:

The following support information must be provided to the Secretariat together with the completed application form;

- ✓ A simple marketing plan to demonstrate recovery of demand.
- ✓ A valid business license.
- ✓ At least 3 valid quotes for services to be provided.
- ✓ Any financial documents to support the application (if applicable).

TCRP MARKETING EVALUATION FORM					
Channel of Communication	Name of Channel	Frequency	Reach	Target Market	Advertisement Content
Print	Brochures	How often will the brochures be printed / distributed? (continuity)	How and where will the brochures be distributed? General distribution plan required.		Are the brochures 'general' or are they niche-specific? Additional information required.
Online	Google Ad Words		Specific supporting information required.		
Online	Facebook		Specific supporting information required.		