



Travel Medford Brand Promotion Partnership Guidelines & Instructions



OBJECTIVE

Travel Medford serves as the Destination Marketing Organization for Medford and plays an integral role in boosting regional tourism in the Rogue Valley and Southern Oregon. In this role, Travel Medford has established a fund to assist and support projects related to branding items to increase awareness of Medford Heart of the Rogue, market Medford as a premier travel destination and projects that enhance the overall visitor experience.

ELIGIBILITY

Any company, group, or organization that meets the objectives is eligible to apply for brand promotion assistance from Travel Medford.

CRITERIA

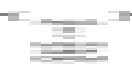
Applicant will provide the following:

1. A brief overview of the proposed project.
2. A brief of the organization's history.
3. A summary of how the promotion will be recognized.

SCORING

Each application will be scored using identical criteria and can earn a maximum of **100 points**. The point distribution is as follows:

Criteria	Total Available Points
Enhancing the Overall Visitor Experience	20
Timing of the Brand Visibility	20
Potential Reach	15
Location of Brand Promotion	25
Primary Visibility	20
TOTAL	100



APPLICATION PROCESS

1. Application is open all year round. This is a competitive process and submitting an application does not guarantee funds will be awarded.
2. Travel Medford requires all funding requests to be received a minimum **30 days** prior to project implementation.
3. Travel Medford staff and select members of the Travel Medford Tourism Council will review the criteria and clarify as needed with applicants. All applications will be evaluated using a standard scoring sheet.
4. Notification of Travel Medford's action will be made in writing to applicant.

SUBMISSION

Completed application and all supporting documents may be submitted electronically (click [HERE](#) to access application) or mailed to the address below:

**Travel Medford
c/o Angela Wood
101 East 8th Street
Medford, Oregon 97501**

If you have any questions, please contact Angela Wood, **(541) 608-8517** or AngelaW@TravelMedford.org.

