

TRAVEL NEVADA

RURAL MARKETING GRANT

FY2027

January 14, 2026



AGENDA

- Rural Marketing Grant Program
- Territory Organizations
- *New Rubric
- *Quarterly Reporting & Mid Year Check ins
- *Media Licensing Agreement
- Forms and Materials
- Check List
- Q & A



RURAL MARKETING GRANT PROGRAM

- **Purpose:**

To Market destinations, new and existing events, and attractions

- One Year Grant Cycle
- Opens January 16, 2026
Closes March 13, 2026 at 5PM PST.
- \$1.5 Million Dollars
- *New Quarterly Reporting with a Mid Year check-in
- Reimbursements to be completed online only
- Final Evaluation Reporting



RURAL MARKETING GRANT PROGRAM

Who is Eligible to Apply?

Territory Organizations

- Cowboy Country Territory
- Las Vegas Territory
- Nevada's Indian Territory
- Pony Express Territory
- Reno-Tahoe Territory
- Nevada Silver Trails

Local Governments *Less than 100,000 population

- Cities*
- Counties*

Non-Profit Organizations

- DMOs
- Chambers of Commerce
- Non-profit organizations

Tribal Government

- All organizations must be domestic entities and shall be owned, operated, and located within the State of Nevada.



RURAL MARKETING GRANT PROGRAM

Territory Organizations

- Cowboy Country Territory
- Pony Express Territory
- Las Vegas Territory
- Reno-Tahoe Territory
- Nevada's Indian Territory
- Frontier Territory



RURAL MARKETING GRANT PROGRAM

What to Apply For?

- Paid Advertising
 - Co-op
- Public Relations
- Market Research
- Travel Trade



RURAL MARKETING GRANT PROGRAM

Rubric Scoring priorities:

- Proposed Scope of Work
- Project budget
- Evaluation Plan
- Letters of Support
- Target Audience
- Project Timeline/Workplan
- Support for Inclusivity
- Quality of Creative Content



RURAL MARKETING GRANT PROGRAM

Quarterly Reporting & Mid Year Check ins:

- Milestones
- Evaluate Progress
- Identify Challenges
- One on One meetings



WHERE TO APPY?



ABOUT PROGRAMS RESEARCH RESOURCES NEWS & EVENTS

RURAL MARKETING GRANTS

Rural Marketing Grants help Nevada communities market their destination to potential visitors in an effort to generate overnight stays. Travel Nevada awards **\$1.5 million** each year to rural partners for a variety of marketing projects including paid advertising, promotion of signature events, travel trade and consumer shows, tourism community assessments and production of video and image assets.

Scroll through this page for resources and tools including recorded webinars and co-ops to help you submit a successful application.



Rural Marketing Grant Applications

FY26 awards can be found [here](#). For more details on each of the FY26 grant awards click [here](#).

Please check back in January 2026 for information on our FY27 cycle.



TravelNevada.com

FORMS & MATERIALS

- FY27 Rural Marketing Grant Guidelines
- FY27 Rural Marketing Rubric
- Rural Marketing Grant Budget Template
- Certification of Volunteer Hour Match (In-Kind)
- Rural Marketing Grant Financial Template
- Reimbursement Request Outlay Template

RURAL MARKETING GRANT PROGRAM

Submission Checklist:

- Complete Your Budget Narrative Template (excel)
- Project Timeline/Workplan (PDF)
- 3 Letters of Community Support with one being your designated Territory Organization (PDF)
- Media Licensing Agreement (PDF) (If applicable)
- All Quotes or back up documentation for your proposed projects
 - *Must match Budget information
- Any Project Supplement Materials

Questions?

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Please email to Schedule Office Hours
Monday-Friday

Email: ruralgrants@travelnevada.com

*Webinar and PowerPoint will be posted at travelnevada.biz/programs/grants



THANK YOU

