

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

# RURAL MARKETING GRANT PROGRAM

## What to Apply For?

- Paid Advertising
  - Co-op
- Public Relations
- Travel Trade
- Organizational Assets
  - Media Licensing
- Market Research

# RURAL MARKETING GRANT PROGRAM

## Rubric Scoring priorities:

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

# 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.



# 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?**

**Abigail Bernabe**

**Industry Development Specialist**

Please email to Schedule Office Hours  
Monday-Friday

Email: [ruralgrants@travelnevada.com](mailto:ruralgrants@travelnevada.com)

\*Webinar and PowerPoint will be posted at [travelnevada.biz/programs/grants](http://travelnevada.biz/programs/grants)



**THANK YOU**

