



## FY27 TAP Grant Online Application Form - **SAMPLE**

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# TAP Grant

(Tourism Advertising Promotion Grant Program)

## FY27 Application Form

The purpose of Travel South Dakota's competitive **TAP Grant Program** is to assist the South Dakota tourism industry with additional marketing dollars for new or ongoing events like local festivals, concerts, rodeos, powwows, or special anniversaries. This grant program is focused on providing funding to smaller towns, cities, and rural areas of the state. However, events which take place anywhere in South Dakota are encouraged to apply for funding.

Entities may apply for multiple grants for different events in the same fiscal year, but each event requires its own application. Only one application per event per fiscal year is allowed.

**The application deadline for fiscal year 2027  
is March 31, 2026.**

If you have any questions, contact Calley Geigle at [Calley.Geigle@TravelSouthDakota.com](mailto:Calley.Geigle@TravelSouthDakota.com) for events in the **Northeast** or **Southeast** regions or Ciara Forest at [Ciara.Forest@TravelSouthDakota.com](mailto:Ciara.Forest@TravelSouthDakota.com) for events in the **Central** or **Western** regions.

Grant announcements for FY27 will be made **mid-April 2026** and funds will be distributed **July 15-30, 2026**.

Recipients are encouraged to begin their marketing campaign at least 60 days prior to the event.

## 1. Contact information: \*

For the person who is the primary point of contact.

First Name

Last Name

Organization Name

Address

City &  
State

Zip  
Code

Primary  
Phone

Email Address

## 2. Event Information: \*

Name of event \*

Event start date \*



Event end date \*



Location of event (facility and/or city) \*

Event website or Facebook (if applicable)

\*

## 3. Event description: \*

Assume the review committee knows nothing about your event, so be as specific and detailed as possible. For instance, we would like to know how long the event has been running, if attendance has grown over the years, past promotion efforts and or activities that take place during the event.

4. **Event attendance expectations:** \*

How many people do you expect at this event?

5. **Event or organization W-9 form:** \*

You are required to attach a W-9 (dated within the last year) as part of your application. If needed, a [blank W-9 form](#) from IRS.gov is available to complete, save as a PDF and upload here. (If you do not receive a grant, Travel South Dakota will properly shred your W-9.)

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6. **Event marketing budget:** \*

Provide the total amount of your overall marketing budget for the event, excluding the amount of your TAP Grant request.

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7. **TAP Grant amount being requested:** \*

Grant amounts range from a minimum of \$1,000 to a maximum of \$10,000. You may request any amount within that dollar range. **TAP Grant** funds must all be used to market the event, including video, audio, print and out-of-home. More information about eligible uses is available on [SDVisit.com/TAP](#).

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**Upload a budget breakdown of how you intend to spend the TAP Grant funds. \***

You are required to upload file(s) with your **TAP Grant** budget breakdown. **Up to three files are accepted.** Max file size for each is 2 MB. File types allowed are DOC, XLS, DOCX, XLSX, PDF or TXT. (Downloadable [sample budget tracking sheet](#).)

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**8. Event marketing plan: \***

Provide the complete marketing plan you will utilize to promote the event. Include timelines, target audiences, geographic markets, and mediums such as video (TV, online, or connected TV), audio (radio, podcasts, or digital radio), digital, social, print and out-of-home (billboards). You are encouraged to begin marketing efforts at least 60 days prior to the event. (Type in "see attached" if you are only uploading files below.)

**Documentation of your marketing plan may be uploaded here.**

You may upload files instead of providing marketing plan details above or in addition to that information. **Up to three files are accepted.** Max file size for each is 2 MB. File types allowed are DOC, XLS, DOCX, XLSX, PDF or TXT.

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**9. Did you apply for a TAP Grant in prior years? \***

- ☐ Yes
- ☐ No

**Was your event funded through the TAP Grant? \***

- ☐ Yes
- ☐ No

**10. Event marketing future funding:**

Going forward, how do you plan to keep the marketing for this event sustainable without **TAP Grant** funding?

**Thank you** for applying for a FY27 **TAP Grant!**

If you have any questions regarding your grant application, contact Calley Geigle at [Calley.Geigle@TravelSouthDakota.com](mailto:Calley.Geigle@TravelSouthDakota.com) for events in the **Northeast** or **Southeast** regions or Ciara Forest at [Ciara.Forest@TravelSouthDakota.com](mailto:Ciara.Forest@TravelSouthDakota.com) for events in the **Central** or **Western** regions.

**Travel South Dakota**

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