



# ROUTE 66 COMMISSION SPECIAL EVENT MATCHING GRANT PROGRAM EVENT REPORT FORM

Upon completion of your event, we require the following information to be gathered into an event report.

## APPLICANT INFORMATION *(Please Print)*

<b>First Name:</b>		<b>Last Name:</b>	
<b>E-Mail:</b>		<b>Phone:</b>	
<b>Event Name:</b>			

Was your event executed as previously planned? YES:  NO:

<b>If you answered no to the question above, please let us know what changed? (for ex. date, location, etc.)</b>

## ATTENDANCE AND AUDIENCE *(Please Print)*

<b>Total Event Attendance:</b>	<b>Event Attendee Demographics (such as Age, Race / Ethnicity, Gender) or General Attendee Characteristic:</b>

Was your event attended by your intended target audience? YES:  NO:  OTHER:

<b>Did you collect event attendee feedback? Check all that apply from the below.</b>			
<input type="checkbox"/> Digital Survey	<input type="checkbox"/> Paper Survey	<input type="checkbox"/> Staff / Volunteer Engagement	<input type="checkbox"/> No, I did not collect event attendee feedback
<input type="checkbox"/> Other _____			

<b>If you collected feedback, please provide a high-level summary of your attendee feedback about your event.</b>





# ROUTE 66 COMMISSION SPECIAL EVENT MATCHING GRANT PROGRAM APPLICATION AND SUPPLEMENTS

## EVENT FINANCIALS

Individual event financials will not be released publicly but as part of the Tulsa Route 66 Commission's impact reporting.

Total Event Revenue:	Total Event Expenses:	Total Amount of Other Grants Awarded:
Total Sponsorship Revenue:	Total Ticket Revenue:	Total Vendor Revenue:

CHECK TO CONFIRM YOU'VE SENT YOUR ITEMIZED INVOICE AND RECEIPTS TO THE PROJECT MANAGER

## EVENT PROMOTIONS

### Check All Promotions That You Implemented for Your Event:

- |                                      |  |  |   |
|--------------------------------------|--|--|---|
| <input type="checkbox"/> Facebook    | <input type="checkbox"/> TikTok        | <input type="checkbox"/> Radio                               | <input type="checkbox"/> Television Advertising |
| <input type="checkbox"/> Instagram   | <input type="checkbox"/> Press Release | <input type="checkbox"/> Traditional Advertising - Newspaper | <input type="checkbox"/> Posters / Flyers       |
| <input type="checkbox"/> Twitter     | <input type="checkbox"/> Billboard     | <input type="checkbox"/> Digital Advertising                 | <input type="checkbox"/> Mail Marketing         |
| <input type="checkbox"/> Other _____ |  |  |   |

List and Hyperlink All Earned Media for Your Event: (Earned media is publicity gained through promotional efforts other than paid media advertising. For example, a Tulsa World article about your event.)

## SOCIAL MEDIA REACH

List the total number of likes, impressions, and shares for your social media event posts.

Likes:	Impressions:	Shares:

## COMMUNITY ENGAGEMENT

### Check All Promotions That You Implemented for Your Event:

List any community wins from your event. (For example 1,000 lbs of food was donated to the Community Food Bank of Eastern Oklahoma to help fight hunger in our community!)





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List All of Your Event Sponsors:

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List All Route 66 Business and Organizations That Participated in Your Event:

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List All Local Businesses That Participated in Your Event:

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## TESTIMONIAL

(Optional) Tell us how this grant helped you produce your event and the impact it had.