

Foo Foo Fest Grant Application

Fields marked with an * are required.

Name of Organization

UWF Historic Trust

Organization Location

120 Church St, Pensacola, FL 32503

Contact Name

Robin Zimmern

Contact Phone Number

(615) 473-5204

Contact Email

rzimmern@uwf.edu

Name of Existing/Proposed Event

POP: Murals- On Tour!

Date(s) of Existing/Proposed Event

11/8/2023

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

Website (If any)

<https://historicpensacola.org/popmurals/>

Funding Amount Requested

\$8,450.00

Please provide an overview for your vision and marketing plan to promote your event

The Foo Foo proposal is for guided trolley tours of the seven UWF Historic Trust POP: Murals which are all located throughout downtown Pensacola. The tour will take place the evening of Wednesday, November 8th. The interactive ticketed trolley tours will include transportation, historic narration (by costumed actors), special food/drink (from selected local chefs and mixologists) and other surprises for guests. The evening ends with a reception at Voices of Pensacola.

UWF Historic Trust will utilize its access to mature social media accounts, contact lists of 1000's of alumni and members and the media buying power of the university to promote this event both locally and beyond Pensacola. A comprehensive marketing plan will be coordinated through our UWF Institutional Communications team to include a combination of paid, owned and earned media. All marketing will prominently feature Foo Foo and the logo will be included on all print and online materials. Signage will display the Foo Foo logo throughout the evening.

Budget Requirements - Grant may not cover more than 85% of program budget. Budget amendments must be approved in advance. Please upload your budget and ANY other supporting documents.

Foo Foo Festival 2023 Grant Application.pdf

Certification: Sign your name - By signing my name here, I certify that I have read and agree that all statements contained herein, and in the application submission, are true and complete to the best of my knowledge, and I agree to the terms of this grant program as outlined in the guidelines. I also certify that submission of this funding proposal is authorized by the applicant organization's Board of Directors.

Robin Zimmern