

**Visit Mississippi**  
**FY27 Tourism Development Grant**  
**Anticipated Media Breakout Form**

In accordance with the Tourism Development Grant guidelines, a minimum of fifty percent of awarded grant funds must be allocated toward advertising and marketing. In-kind advertising and marketing will not be accepted toward meeting this requirement.

To qualify for reimbursement, grant recipients must submit an invoice, canceled check, and copy of the advertisement or item for each eligible expense. Tourism Development Grant guidelines can be found at <https://visitmississippi.org/travel-industry-partners/>.

All funded projects are required to display the Visit Mississippi logo on applicable media and marketing materials. Radio advertisements must include the phrase, "This project is partially funded by a grant through Visit Mississippi." The Visit Mississippi logo is available at <https://visitmississippi.org/press-room/>.

**Anticipated Media Expenses**

Please provide an itemized list of anticipated eligible media expenses, including print advertising, online/digital advertising, outdoor advertising, and broadcast TV and radio.

For each anticipated expense, include the name of publication, station, vendor or supplier, description of the expense, target market, and cost.

| Anticipated Media Expense | Target Market(s) | Cost |
|---------------------------|------------------|------|
|                           |                  |      |
|                           |                  |      |
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|                           |                  |      |

**Total Anticipated Media Expenses:** \_\_\_\_\_

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**Anticipated Other Eligible Expenses**

Applicants may also provide an itemized list of other eligible project-related expenses beyond the required 50% marketing and advertising allocation. Other eligible expenses include public relations and media services, strategic planning and research, signage, equipment purchases or rentals, entertainment, security, promotional t-shirts not intended for resale, and website development.

For each anticipated expense, include the name of supplier or vendor, description, and total cost.

| Anticipated Other Eligible Expense | Target Market(s) | Cost |
|------------------------------------|------------------|------|
|                                    |                  |      |
|                                    |                  |      |
|                                    |                  |      |
|                                    |                  |      |
|                                    |                  |      |
|                                    |                  |      |

**Total Anticipated Other Eligible Expenses:** \_\_\_\_\_

**Total Anticipated Expenses:** \_\_\_\_\_

*We understand that media placement strategies and associated costs may change throughout the project. However, providing an anticipated media plan will assist Visit Mississippi in evaluating the overall grant application and proposed project impact.*