



Utah Office of Tourism Cooperative Marketing Program
Final Results Report – Round 7

Entity:

Brief Project Summary:

UOT Match: \$

Entity Contribution: \$

Total Project Cost: \$

1. List the **primary goals and objectives of your project/event**. Refer to question number 10 on your application.
2. How did you reach your **target market** (i.e. magazines, newspaper, TV, radio, etc.)? Refer to question number 5 on your application.
3. What was the "**Call to Action**" on your marketing materials (website address, phone number etc.)?
4. In what **geographic area(s)** did you market? Refer to question number 6 in your application.
5. List the results of this project. Refer to question number 10 in your application.
6. Attach copies of invoices of all co-op related expenses for this project.