



# FAM TOUR SUPPORT FUND

Supporting Iowa Destinations in  
Hosting Meeting Planners



## Program Overview

The FAM Tour Support Fund provides financial support to Iowa destinations hosting qualified meeting planners through familiarization (FAM) tours.

The goal of this program is to increase future meetings and conventions in Iowa by giving planners the opportunity to experience the state's venues, communities, and unique offerings firsthand.

This program is designed to be simple, flexible, and focused on outcomes. Presented to the industry in partnership by Iowa Travel Industry Partners and Travel Iowa.

## Funding Overview

- Total Program Budget: \$25,000
- Maximum award: \$2,500 per FAM tour
- Funding type: Sponsorship (paid upon completion and reporting)
- Limit: One sponsorship award per FAM, regardless of the number of destination partners involved.

## Applicant Eligibility

- Iowa-based DMOs, CVBs, or tourism offices
- Must serve as primary host
- Must complete post-FAM reporting

## FAM Guest Eligibility

- Must represent out-of-state clients
  - *Iowa-based planners allowed if bringing out-of-state business*
- Must influence site selection for meetings and conferences

## Expenses

- **Eligible Expenses**
  - Funds may be used to support the direct costs of hosting the FAM, including:
    - Transportation within Iowa
    - Lodging and meals
    - Site visits and attraction/experience admissions
    - Itinerary materials



HOST  
MEETING PLANNERS



SHOWCASE  
IOWA'S BEST



BUILD RELATIONSHIPS  
CREATE OPPORTUNITIES



BRING FUTURE  
MEETINGS TO IOWA

*FAM Tour Support Fund*

- Destination-representative welcome items
- **Non-Eligible Expenses**
  - Planner airfare to Iowa
  - Cash, gift cards, or high-value items
  - Activities not directly related to hosting the FAM

### **Application Timeline**

- Rolling applications accepted
- Submit at least 30 days prior to hosting the FAM
- Decision shared within 2 weeks of receipt of application
- No applications will be approved after October 15, 2026
- Post-FAM Report completion by December 31, 2026
- Funding is reimbursed following completion of the FAM and submission of required post-event reporting.

### **Performance Expectation**

Sponsorship funds will be distributed after completion of the FAM tour and submission of required reporting.

- Hosting of qualified planners
- Completion of the planned itinerary
- Submission of a post-FAM report within 30 days
- Iowa destinations, venues, and experiences showcased
- Leads, opportunities, or future meeting potential were generated through the FAM experience

To apply for the FAM Tour Support Fund, please complete the Google Form Application:

<https://forms.gle/uneDrq4PLmXR3X1x6>.

### **Program Questions:**

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