



# NVME Mini-Grant Application

Fall 2017

## Application

*Please completely answer the following questions (in a separate document) and return by 11/3/2017 to your regional contact.*

*You will receive a confirmation e-mail outlining next steps.*

1. Contact information (name(s), business name, address, email, phone, website, fb page).
2. Please tell us briefly about your business. What is your mission, and what products and/or services do you sell?
3. What marketing project are you proposing to do and how does this fit into your overall business and marketing plan? What are the specific tasks, elements and financial details of your project?
4. How will this grant benefit and impact your business? What are your goals for this marketing project (i.e. number of new customers, \$\$ increase in sales, etc.), and how will you evaluate whether you meet your goals?
5. Budget
  - a. Grant amount you are requesting: (not to exceed \$400)
  - b. Match funds you have available: (If in-kind, quantify amount and type)
  - c. Total amount for your project.
6. Eligibility
  - a. Gross sales/month/year
  - b. Number of employees (excluding owner)
  - c. # full-time employees
  - d. # part-time employees

## Selection Criteria

Your online application for the marketing mini-grant will be judged on the following criteria:

- Strength of presentation/clarity - Are you able to clearly communicate the details of your project and how it fits into your overall marketing goals? What specific tasks will you accomplish in your project?
- Benefit & impact on the business- How will this grant benefit and impact your business? Will it strengthen your brand? Help you reach new markets? How much increased revenue would this project allow? How is this project different than other marketing projects you have undertaken in your business? How will you evaluate your success?
- Specificity- Clearly delineate the expenses of your project and how the grant funds will be utilized. Price estimates and quotes are encouraged.
- Market impact & collaboration- Does your project include networking with other businesses or groups within your community? Will it allow you to extend your business connections which would ultimately increase visibility for your business and thus increase sales.