



NVME Mini-Grant Application

Spring 2018

Application

Please completely answer the following questions (in a separate document) and return by 11:59 p.m. on 5/4/2018 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 \$500)
 - 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:

- Clarity of presentation - Are you able to communicate clearly the details of your project and how it fits into your overall marketing goals? What are your goals for your proposed project and why is it important?
- Specificity of project - What specific tasks will you accomplish in your marketing project? What is your timeline for completing your project? Clearly delineate the expenses of your project and how the grant funds will be utilized. Price quotes are encouraged.
- Benefit & impact on the business - How will this grant benefit and impact your business? Will it strengthen your brand? Extend your business connections? Help you reach new markets? How much increased revenue would this project allow?