



NVME Winter 2026 Marketing Mini-Grant Call for Applications Frequently Asked Questions

Where do I find the Winter 2026 Marketing Mini-Grant application?

The [application is an online Google Form accessible from the NVME website](#). If you need a paper application, please contact the NVME staff member in your geographic region for assistance (see below for more information).

What questions will be on the application?

1. Describe in detail your marketing project. Please address these areas: What marketing project are you proposing to do? How will the mini-grant funds be used? What are the specific tasks, elements, timeline, and financial details of your project? Please include price quotes if available.
2. Describe the benefit and impact of your marketing project. Please address these areas: How will this grant benefit and impact your business? Will this project allow you to extend your business connections? Will it strengthen your brand/increase visibility for your business? How many new customers and/or amount of increased sales will this project allow? How will you evaluate the impact of this marketing project?
3. Describe the fit within your Business & Marketing Plan. Please answer these questions: How does this marketing project fit into your overall business and marketing plan? Will this project enhance ongoing strategies or help to create new marketing tools and strategies?
4. Budget: Please include the amount you are requesting (please do not exceed \$1,000), the amount that you will contribute to the project, and the total amount of the project.

Can I save my progress on the application form?

No, we suggest that you prepare your answers on a separate document and copy and paste your answers into the Google Form when you are ready to apply.

What is the deadline for submitting an application?

Application forms must be submitted by noon on Friday, January 30, 2026.

How and when will the winners be notified?

Six mini-grant winners (one in each of the regions listed below) will be notified by email on or about February 25, 2026.

What are the expectations of the NVME mini-grant winners?

If you are awarded a marketing mini-grant for your business, you will be asked to fill out documents such as an

IRS Form W-9, a questionnaire, and a media release, and provide two photos. Paperwork is due from winners by March 11, 2026. A brief mini-grant report is also due 12 months after the award (using a template provided).

How do you choose a winner ?

Each region composes a panel of judges from previous mini-grant winners/business owners, bank sponsor staff, and other professionals in the NVME business support network.

A scoring rubric is used to ensure objective scoring. Each judge scores applications individually.

Will I be notified if I do not win?

Yes, NVME microenterprise specialists will email you to notify you if you have not won the mini-grant during the week of February 25, 2026.

Who do I contact if I have a question about my application?

Regions and contacts for the 2026 Winter contest are:

- Aroostook County: Destin DeCambre, 207-768-9468, destin.decambre@maine.edu
- Kennebec & Somerset Counties: Alicia LaFosse, 207-621-7457, alicia.lafosse@maine.edu
- Sagadahoc, Lincoln, Knox & Waldo Counties: Alicia LaFosse, 207-621-7457, alicia.lafosse@maine.edu
- Penobscot, Piscataquis, Hancock & Washington Counties: Banjo Ogunlela, 207-262-7842, oyebanjo.ogunlela@maine.edu
- Cumberland & York Counties: Martha Leonard, 207-245-3663, martha.leonard@maine.edu
- Androscoggin, Oxford & Franklin Counties: Gina Platt, 207-753-6581, gina.platt@maine.edu

Best of luck to all of the Winter 2026 NVME Marketing Mini-Grant Competition applicants!