

PAOBA MARKETING GRANT GUIDELINES

The Pennsylvania Alpaca Owners and Breeders Association was formed to provide marketing assistance and educational opportunities for our membership. In support of our mission to promote the investment potential of alpacas, the Board has made available grant money to be used by farm members for marketing events they sponsor individually or as a multi-farm event. For such events to be successful, they need to be well promoted. The PAOBA grants are available to cover some of the costs associated with event promotion such as printing of materials, distribution, purchase of AOBAs leads and/or AOBAs promotional materials, and media ads. The maximum amount of grant money available for a farm member is \$150 per event. Farm members may apply for two grants, however the maximum grant amount will be \$300 when two or more farm members are part of a multi-farm event. PAOBA has committed \$3000 this year to the grant program.

The following criteria apply:

1. All promotional material must contain the POABA logo.
2. A draft of the promotional material must be submitted with the grant application.
3. A dollar-to-dollar match will be required; dollars to be considered for matching funds are only those related to event promotion and not other costs of putting on the event.
4. Grants will be reviewed and approved on a monthly basis.
5. An after-event report should be completed within 30 days of the event.
6. The event will be open to, and advertised to, the public.
7. The PAOBA booth is available for events. Your cost would be shipping one way.

We anticipate that we will receive more grant applications than we can fund. Please fill out the application completely. Missing or unclear information will delay the approval of your application. Please send your applications to Tim McCarty, Heather's Acre Alpaca Farm, 30 Baxter Rd., Jackson Center, PA 1613

PAOBA MARKETING GRANT APPLICATION

(Matching funds required. Must be a PAOBA farm member)

Name _____

Farm Name _____

Address _____

Phone _____ Fax _____

Email _____

Event Name _____

Amount requested (maximum award \$150) _____

1. Describe the event for which you are requesting grant funding. Include such items as the type of event, size of area from which you expect to draw participants, etc. Are other PAOBA farms involved?
2. When is the event to be held? (specific dates)
3. How many attendees do you expect to draw? Please explain the type of attendees you expect to attract (members of your Affiliate, AOBA members from outside your Affiliate, new breeders, etc.). How will you attract them (e.g., direct mail, print ad, word of mouth, etc)?
4. If you are granted the funds you request, how will you utilize these funds?
5. Is this a stand-alone event or is it part of some larger event? Give details if not stand-alone.
6. Have you received a PAOBA grant in the past?
7. Please give an estimate of your promotional budget with itemized costs for each type of promotion expense: e.g. media ads, distribution, AOBA materials, printing, etc.

NOTICE TO ALL GRANT RECIPIENTS: Each farm receiving a PAOBA grant will be furnished an after-event report form to be completed and returned to Tim McCarty within 30 days after the event. Your responses will help the Board review the effectiveness of this grant program.