

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. The events can be sponsored individually or as a multi-farm event. For 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 AOBA leads and/or AOBA promotional materials, and media ads. The maximum amount of grant money available for a farm member is \$150.00 per event. Farm members may apply for two grants, however, the maximum grant amount shall not exceed \$300.00 when two or more member farm are part of the multi-farm event. PAOBA has committed \$3000.00 this year to the grant program.

The following criteria apply:

1. All promotional material must prominently display the PAOBA logo, with the PAOBA website address listed just below.
2. A draft of the promotional material must be submitted with the grant application and approved by the Board.
3. A dollar-to-dollar match will be required; dollars to be considered for matching funds are only those related to promotion of the event. General costs of putting on the event will not be considered.
4. Grants will be reviewed and approved on a monthly basis. One needs to take into account this time frame so as to ensure the approval of the grant money.
5. An after-event report should be completed within 30 days of the event and submitted to the Board.
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 requests 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:

Chris Works
Kendall Creek Farms
41 Looker Mountain Trail
Bradford, PA 16701