Appleton Downtown Inc.
116 N. Appleton St.
(920) 954-9112 Fax (920) 954-0219
Anne@AppletonDowntown.org

2017 ADI/BID Retention Marketing Grant Application

For-profit BID businesses may apply for a 50/50 matching marketing grant. Each qualified business is eligible for up to a $250 matching marketing grant. Marketing may be to promote your business or to promote an event at your business. **The ad is required to use the words "Downtown Appleton" and the new Downtown Appleton logo which will be provided when your application is approved.**

Qualifying businesses must be located in a property within the Business Improvement District boundaries. If you are unsure if your business qualifies, please call ADI (Non-profit organizations are ineligible).

Name: _____

Business: _____

Address: _____

Phone: _____Fax: _____

Email: _____

Media source proposed: _____
If you would like a list of media contacts, please contact our office 954-9112 or check the website tab "Doing Business".

Media Rep Name (If known): _____

Media Rep Phone (If known): _____

Dates ads will run or marketing work will be done: _____
Eligible dates are March 20 – December 1, 2017*. Invoice & proof of advertising must be submitted to ADI by Dec. 15, 2017. *Ads in the 2018 Fox Cities Convention & Visitors Bureau Guide qualify.

____I understand that "Going Out of Business" sales do not qualify for this Grant.
____I agree to track and report my sales numbers by providing ADI with an approximate percentage of sales increase during the ad run/promotion compared to past (if available).

Anticipated total cost of marketing including matched amounts: $_____

Give a general description of your ad or marketing plan below. Attach ad or radio copy.
The ad must include the words: "Downtown Appleton One Great Place "and the logo.
A digital copy will be provided upon approval of your grant application.

_____
_____
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