



Appleton Downtown Inc.

333 W. College Ave., Ste. 100

(920) 954-9112

Lynn@AppletonDowntown.org

2021 ADI/BID Image & Event Marketing Grant Application

Appleton Downtown Inc. and the Business Improvement District (BID) will be offering a 50/50 matching Image & Event Marketing Grant for advertising through Dec. 31, 2021. Advertising can be done with any media outlet that you choose.

The match amount available to each business is 50% up to \$500 per calendar year. You may choose to use your advertising funds for specific events such as sidewalk sales, holiday shopping, block events, etc. Or you may choose to use your funds towards general advertising for your business from March 24 - December 31, 2021.

For example, if a business decides to spend a total of \$1200 on advertising, the BID will contribute \$500 (maximum match) while the business covers the remaining \$700. If a business spends a total of \$500 on the advertising, the BID will contribute \$250 (50%) while the business covers the remaining \$250.

PRINT

For print advertisement, including billboard advertising, the ADI logo must be placed prominently in the advertisement. All businesses who submit an application will receive a copy of the logo for placement in the advertisement.

DIGITAL/ONLINE ADVERTISING

In case of a banner ad, retargeting digital ads, pay-per-click ad campaign, etc., the business must incorporate the text "Downtown Appleton One Great Place" in the ad copy and include the ADI logo in the creative.

TV & RADIO

For television and radio advertising, the commercial must state, "Downtown Appleton One Great Place" and include the ADI logo if a visual component is used (ie: tv commercial).

Please Note: Only for-profit businesses located in the BID boundaries are eligible for the grant. If you are unsure if your business qualifies, please call ADI. (Non-profit organizations are ineligible)

The business is required to submit a copy of the following items before the run date to be eligible for the grant:

- 1. Image & Event Marketing Grant Application (next page)**
- 2. Media Company contract, ad campaign, and quote/estimate**
- 3. Copy of the ad to run, clearly depicting "Downtown Appleton One Great Place" and/or ADI logo**

Once the advertising has been run and invoice paid, the business must submit verification of advertising (copy of the ad) and a copy of the paid invoice to ADI for grant processing.

Completed grant applications and materials can be emailed to Lynn@appletondowntown.org or mailed to: Appleton Downtown Inc., 333 W College Ave Suite 100, Appleton WI 54911

Please Note: The BID has a limited budget for the Image & Event Marketing Grant program. Grant money will be awarded on a first come, first serve basis.

Appleton Downtown Inc.
333 W. College Ave., Ste. 100
(920) 954-9112
Lynn@AppletonDowntown.org



2021 ADI/BID Image & Event Marketing Grant Application

Name: _____

Business: _____

Address: _____

Phone: _____ **Fax:** _____

Email: _____

Which form of advertising will you be using:

_____ Print Media _____ Radio _____ Television _____ Digital/Online

Media Company: _____

If you would like a list of media contacts, please contact our office 920-954-9112 or check the website tab "Doing Business".

Media Rep Name (If known): _____

Media Rep Phone (If known): _____

Dates ads will run/marketing work will be done: _____

*Eligible dates are March 24 – December 31, 2021**

*Ads in the 2022 Fox Cities Convention & Visitors Bureau Guide qualify.

Anticipated total cost of marketing including matched amounts: \$ _____

Give a general description of your ad/marketing plan below (Are you using it for general image advertising, for a specific event, etc.)

This application, along with the following items need to be submitted **before** the ad run date:

- Image & Event Marketing Grant Application
- Media Company contract, ad campaign, and quote/estimate
- Copy of the ad to run clearly depicting "Downtown Appleton One Great Place" and/or the ADI logo

Upon advertising run completion, applicant **must submit proof/verification of ad to ADI by Dec. 15, 2021:**

- Copy of paid invoice
- Copy of ad

____ 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).

Applicant Signature: _____ Date: _____