



**Heart of the Valley Chamber of Commerce**  
101 East Wisconsin Avenue  
Kaukauna, WI 54130  
(920) 766-1616 Fax: (920) 766-5504  
[www.heartofthevalleychamber.com](http://www.heartofthevalleychamber.com)

## Heart of the Valley Chamber of Commerce Small Business Marketing Grant Application

As a Heart of the Valley Chamber of Commerce member and a small business you may apply for a 50/50 matching marketing grant for up to \$250 (or the value of your membership investment, which ever is less). **The grants awarded will be applied toward your membership investment for 2010.** Marketing may be specific to your business or promote an event at your business. Please note: Closing or Going out of business sales ads or “new hire” ads do not qualify. The ad is required to use the words “Proud Member of” with the Heart of the Valley Chamber logo as shown above.

Qualifying small businesses must be a Heart of the Valley Chamber of Commerce member for at least one year. One grant per business per year. Grants will be awarded until funds are depleted. Grants will be applied to your membership investment for 2010.

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Media Source proposed: \_\_\_\_\_

Date ads will run: \_\_\_\_\_

(Ads must be completed by May 31, 2010)

I am partnering with the following business(es) on this ad: \_\_\_\_\_

Anticipated cost of the ads to be placed: \_\_\_\_\_

Give a general description of your ad below. Attach ad or radio copy. Attach copy of print ad as it will appear in publication. Print Ad must include the words: “Proud Member of” and the Heart of the Valley logo. Radio/TV ads must say “Proud member of the Heart of the Valley Chamber.”

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# Heart of the Valley Chamber of Commerce

## Small Business Marketing Grant

The Heart of the Valley Chamber of Commerce works everyday to promote the Heart of the Valley area and the communities we represent. We continue to promote the “Be Loyal, Buy Local” theme and encourage members to do business with other members. We realize each business is unique in how they advertise their products and services. It would be nearly impossible for the Chamber to reach across all the media venues and hit everyone’s target audience. This Small Business Marketing Grant Program allows for our members to customize their message while still promoting the Heart of the Valley Chamber of Commerce. This program may also give businesses an opportunity to try a new marketing venue.

**Program Overview:** The Heart of the Valley Chamber of Commerce is pleased to offer a Small Business Marketing Grant to Chamber members, designed to increase marketing of individual businesses and the Heart of the Valley area. The program’s purpose is to provide marketing and promotional support to small businesses during this difficult economic times. The ultimate goal of the program is to increase traffic and spending at Chamber member businesses. *The grants awarded will be applied toward your membership investment for 2010.*

**Grant Eligible Criteria:** To apply for a Small Business Marketing Grant a business/organization must be a Heart of the Valley Chamber of Commerce member in good standing for at least one year. One grant per business per year. A specific amount of total funding has been set aside for these grants per year. The Heart of the Valley Chamber of Commerce reserves the right to cancel the program at any time. The Marketing Grants are designed to provide marketing and promotional support, including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts and/or advertising efforts which help generate traffic and sales at a member business or businesses. Advertisers can not apply matching dollars to an existing ad schedule.

### **Grant Eligible**

TV, Radio, Internet  
Production/printing of promotional materials(brochures, flyers, posters)  
Newspaper/Magazine advertising  
Community Guides  
Dining Out Guides

### **Grant Ineligible**

Capital Investments  
Salaries  
Operational Overhead  
Vehicle Expenses  
Supplies, Equipment, Telephone  
Event Sponsorship

**Applications:** The Marketing Grant will only be awarded for future advertising. The application must be completed in full with a detailed summary of the proposed advertising. Any grants awarded will be paid when business submits a copy of the paid invoice and original ad/brochure/flyer.

**Application Deadlines:** Applications will be accepted every month by the 15th of the month. Applications will be reviewed by a Grant Subcommittee of the Chamber of Commerce. The businesses awarded grants will be notified by the end of the month in which they apply.

**Exclusions:** Closing or Going out of business sales ads or “new hire” ads do not qualify. Advertising in any Heart of the Valley Chamber publication or Chamber event Sponsorship do not qualify. The Heart of the Valley Chamber of Commerce reserves the right to deny any application.

We are encouraging all of our media partners to consider joining in on this opportunity to help spread the message about supporting our businesses and the local economy.

The following media partners are on-board, so \$250 will buy you \$750 in advertising! The following restrictions apply: The Heart of the Valley Chamber of Commerce must approve the matching application prior to running ads. Advertisers can not apply matching dollars to an existing ad schedule. Grants awarded will be applied towards your membership investment for 2010.



Times Villager will match up to \$250 per advertiser. This will allow an advertiser a 10 week ad schedule with a 10" ad for only \$250 out of pocket. Call Diane Verhagen at 920-759-2000, ext. 108



Woodward Communications Group will match up to \$250 per advertiser. There will be no charge for the production of the radio ads. Contact Greg Lawrence, 1150 WHBY/1570 The Score Account Executive, (920) 831-5627. The following radio stations will be participating in the program:

- 1150 WHBY (news, talk, Packers, Badgers, Brewers)
- 105-7 WAPL (Classic Rock)
- 95-9 KISS-FM (Top 40)
- Razor 94-7 (Active Rock)
- AM 1570/95.3 FM "The Score" (Sports talk)
- 104-3 "The Breeze" (Lite Rock)



The Post-Crescent will match up to \$250 per advertiser. Call Lori Ditter at 993-7194 for details.



B2B will provide up to \$250 in in-kind advertising support for any new advertising done by Heart of the Valley Chamber of Commerce members participating in the marketing Grant program and paying \$250 for themselves with a match of \$250 from the chamber. For any advertising package less than \$750 total, B2B will provide up to one-third of the total amount of in-kind advertising.

This offer does not include any charges for creative work. Contact Sean Fitzgerald, 920.237.0254 or [sean@newnorthb2b.com](mailto:sean@newnorthb2b.com)



Eagle Graphics will provide up to \$250 in in-kind printing costs for any "new" printed collateral in our digital printing services division for orders over \$750. This includes the printing of any new digital brochures, post-cards, flyers, sell sheets and many other types of digital printing services. (excludes reruns, sorting, design work and postal costs). For orders under \$750, Eagle Graphics will provide up to 1/3 of the total amount in in-kind

printing. All printing must be "new" (no re-runs).

We will continue to keep you updated as new partners and offers to stretch your dollars surface. And of course, you may utilize any media you choose.