



**Lake of the Ozarks Regional Economic Development Council  
Partners in Marketing Grant Application**

**Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Intent to Partner:** With the submission of this application and all accompanying materials, \_\_\_\_\_ (name of applicant) hereby acknowledges its willingness to partner with the Lake of the Ozarks Regional Economic Development Council through the use of grants from the Partners in Marketing program.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Program Guidelines:**

Program Intent

- To assist with funding professional marketing components, including the creation and placement of collateral materials. The outcome to aid in the stability and growth of the communities and overall Lake region.

Criteria

- Grants are made on first come-first serve basis and eligibility is determined at the discretion of the Lake of the Ozarks Regional Economic Development Council (LOREDC).
- Awards will be considered on an individual basis and up to 50%.
- Only one award may be granted per calendar year and per project.
- Applicants must be member of LOREDC and located in the service area.
- Projects currently in progress or that have already been completed are not eligible.
- Logo and/or credit line for LOREDC must be included in activity proposal.

Grant Uses

- Approved grant uses include web design and development services, graphic design services, printing, ad placement, video development and design, radio ads, billboards, photography services for marketing collateral. Any other grant uses will be reviewed by LOREDC.

**Submit materials to:**

# Checklist and Components for Application Submission:

Total Activity Costs: \_\_\_\_\_ Grant Amount Requested: \_\_\_\_\_

Check

**Attach any applicable supplemental pages if needed for consideration**

✓

Estimated Budget for Activity (provide a cost breakdown):

General marketing plan for the activity:

List measurable objectives as a result of the activity (For example, increase website visitation by 20% or generate 5 requests for business opportunities in the region, etc.):

Provide samples of activity seeking funding (For example, draft of brochure, ad copy or radio commercial script, etc.)

List targeted industries, geographic areas and/or markets:

Activity targets (check one or more that apply):

Business Recruitment  Workforce Development

Community Awareness  Business Retention

Other:  Please describe: \_\_\_\_\_