

# Downtown West Allis Business Improvement District

## Advertising Assistance Grant Program

The Advertising Assistance Grant Program (AAGP) goal is to help businesses and merchants, with advertising by providing monetary reimbursement for advertising campaigns.

**Qualifications:** Applicants must be an active businesses physically located within the Downtown West Allis Business Improvement District.

**Requirements:** The AAGP will reimburse for up to one-half of the total advertising campaign with a cap of \$800 per year. Applications will be issued in a “first come, first served” manner and may only be accepted once every quarter. AAGP will **not** provide reimbursement for in-store promotional advertising or Downtown West Allis, Inc. (DWA) sponsored events and promotions.

**Advertising Scope and Restrictions:**

- 20% of each advertising campaign presented must contain or mention the DWA, its location and website address. This information will be provided to you by the DWA office.
  - Multiple businesses who reside in the same address location will be considered one ad/application.
  - If a business decides to pursue multiple forms of advertising they must submit multiple applications.
- Only one (1) business in a multi-business campaign can apply for the Advertising Assistance Grant Program for that campaign.

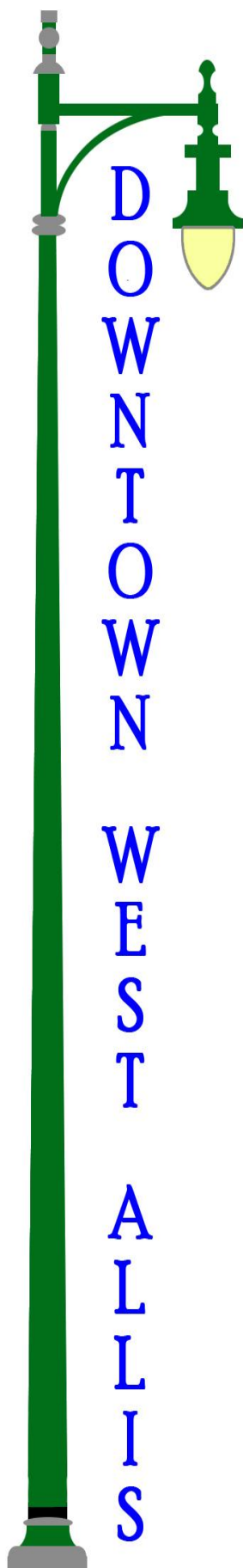
**Application Process:** The application process will be overseen by the DWA’s Board of Directors. To ensure your application is placed on the Organizational Committee agenda, the following must be presented to the DWA office:

- A completed AAGP application form.
  - An estimate, showing when and where the advertisements will take place.
- Complete ad proofs in the appropriate media formats for all of the advertisements. (i.e. print for print ads, videos for television ads, CD’s for radio ads.) *\*These proofs will be kept by the BID for reference by the Board of Directors, examples for other merchants, and record keeping by the BID. Please make sure supply enough copies.* (Application process will take approximately 30 – 60 days.)

**Approval Process:** The DWA.’s Board of Directors control which AAGP grants are approved or denied.

**Reimbursement Process:** Reimbursement will be issued after the merchant has provided an invoice showing a paid in full status for the advertising campaign.

**Re-Application process:** Merchants who have been denied may reapply at their earliest convenience. They must meet all of the same criteria as described in the application process. A merchant who is reapplying will be moved to the front of the applicant list, provided they reapply within 90 days from their initial denial.



# Advertising Assistance Grant Program Application

This form will be used throughout the application process. Fill it out completely and return it to Downtown West Allis, INC. located at 7231 W. Greenfield Ave West Allis, WI 53214.

You may also fax it to us at (414) 774-7728.

If you have any questions feel free to call us at (414) 774-2676.

Business Name

Business Address

Applicant Name

Phone Number

Fax Number

E-Mail

Please mark what type of Advertising campaign you will be using

Print

Radio

Television

Direct Mail

Internet

Other

Please Describe your advertising campaign. (Use a second page if needed)

What is the estimate cost of this campaign?

Don't forget to include the following with this application! (Mark them off as you acquire them)

**An Estimate, showing costs, when, and where the advertisement(s) will take place**

**Completed Ad proofs in the appropriate media formats for all of the advertisement (e.g. print for print ads, videos for TV ads, CD's for radio ads.) \* These proofs will be kept by the BID for reference by the board of directors, examples for other merchants, and record keeping by the BID. Please make sure to supply enough copies.**

## AFFIDAVIT

*Whereby apply for the reimbursement of grant up to 50% of costs with a Maximum payout of Eight-Hundred Dollars (\$800). I understand that the grant funds are part of the Downtown West Allis, Inc. Advertising Assistance Grant Programs, and I agree to comply with the regulations of that program. I further agree that, if my application is approved, I will not re-apply for this grant for a period of two years from the date I receive the reimbursement grant unless I obtain written approval from the Downtown West Allis Business Improvement District Board of Directors.*

Signature of Applicant/Business Owner

Date

**Do Not Fill Out Below This Line! For Office Use Only!**

Date Presented to Committee Date Voted Upon Approved/Denied

Committee Notes

Amount to be Reimbursed

Reimbursement Date

Check Number