

Iowa Wine & Beer Promotion Board  
Event Grant Program

FY2010

## Program Guidelines

The Event Grant Program is established to promote native Iowa wine and beer through consumer events.

### Grant Amount:

Two awards are allowed per group per fiscal year. Total budget for FY2010 is set at \$25,000, (Fiscal year is July 1, 2009, through June 30, 2010, or until funds are exhausted). Grants are allocated at a 50/50, dollar for dollar **cash match**. Grantee would pay 50 percent of the total promotional cash costs and the Iowa Wine & Beer Promotion Board would pay 50 percent.

There are two levels of funding:

Level 1: Grant amount from **\$500 to \$1,500** for a group of 3-9 native Iowa wineries OR native Iowa breweries.

Level 2: Grant amount from **\$1,501 to \$3,000** for a group of 10 or more native Iowa wineries OR native Iowa breweries. (If there are less than ten licensed native Iowa wineries OR native Iowa breweries in the state, all of the licensed native Iowa wineries OR native Iowa breweries must be included in the group to qualify for funding.) Note: As of May 1, 2009, there were five licensed native Iowa breweries. (Hub City Brewing Company, Lost Duck Brewing Co., Millstream Brewing Co., Sutfliff Cider Company and Worth Brewing Company.)

### Eligible Applicants:

To qualify for funding, applicant must include a group of licensed native Iowa wineries OR native Iowa breweries promoting Iowa wine and/or beer.

### Deadline:

Applications will be accepted on an ongoing basis until funds are expended or June 30, 2010, whichever comes first. **Application must be submitted a minimum of two months prior to the event:** for example if the event is December 1, the application must be in by October 1.

### Format:

Applications must be typed and completed applications must follow the original format (i.e. questions must remain on the same pages in approximately the same space).

A total of five copies of the application and five copies of all supporting materials are required. (One original and four copies are needed.) Paper copies only will be accepted. Electronic copies of the application will not be accepted.

**Eligible Projects:**

Eligible projects include advertising placement in newspapers, billboards, magazine, radio, television, and Web advertising. Promotional pieces such as flyers, table tents, punch cards or coasters are eligible, as well as advertising specialty items such as wine glasses. Advertising, promotional pieces and/or advertising specialty items must help promote Iowa wine and/or beer events. Event must occur between July 1, 2009, and June 30, 2010. Motor coach or bus trips are not considered events or festivals. Award letter must be presented to the recipient prior to the event. Events that have already occurred prior to the application submission do not qualify for funding. **Must be submitted a minimum of two months prior to the event:** for example if the event is December 1, the application must be in by October 1.

**Project Review:**

Projects will be reviewed by staff at the Iowa Department of Economic Development. Staff members will score the projects up to 50 total points. The application must score at least 80 percent of available points to qualify for funding.

**Notification:**

Applicants will be notified within 30 days if a grant is funded or denied. Award letters will be issued if grant is funded.

**Deadline:** Two months prior to the event.

**Request for Payment:**

If applicant is awarded funds, the Iowa Department of Economic Development will administer a contract, W-9 Tax Form (if not already on file) and General Accounting Expenditure form for payment submission. Recipient must provide actual final expense budget, copies of invoices and any applicable samples of promotional materials that show the ***IowaWINEandBEER.com*** logo and/or tagline: "Sponsored by Iowa Wine & Beer Promotion Board."



Recipient of funds will also provide a short summary of the promotion that shall include final list of wineries/breweries involved in the event, number of attendees, proof of participation, and brief analysis of the success of the event.

**For more information/questions:**

Contact: LuAnn Reinders at Iowa Tourism Office, 515.725.3088 or [iowawineandbeer@iowalifechanging.com](mailto:iowawineandbeer@iowalifechanging.com)

***Incomplete applications will automatically be disqualified.***

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**Application**

- ▶ Event Name: \_\_\_\_\_
- ▶ Contact Person: \_\_\_\_\_
- ▶ Street Address (required): \_\_\_\_\_
- ▶ Second Address: \_\_\_\_\_
- ▶ City, State, Zip: \_\_\_\_\_
- ▶ County of Event: \_\_\_\_\_
- ▶ Date and time of event: \_\_\_\_\_
- ▶ Event start time: \_\_\_\_\_ Event end time: \_\_\_\_\_
- ▶ Daytime Phone Number (include area code): \_\_\_\_\_
- ▶ Fax (if available): \_\_\_\_\_
- ▶ E-mail (if available): \_\_\_\_\_
- ▶ Federal ID or Social Security Number: \_\_\_\_\_
- ▶ Legal Name of Organization for Contract (that corresponds with Federal ID or Social Security Number): \_\_\_\_\_
- ▶ Total Project Cost: \_\_\_\_\_
- ▶ Total Matching Funds: \_\_\_\_\_
- ▶ Amount Requested from Iowa Wine & Beer Grant Program: \_\_\_\_\_
- ▶ State Representative: Name & Mailing Address: \_\_\_\_\_  
\_\_\_\_\_
- ▶ State Senator: Name & Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

► Please list the Native Iowa Wineries and/or Breweries involved in this event: (A letter of commitment from participating wineries and/or breweries is highly recommended prior to the event.) **Proof of participation will be required** before funds are released: for example, a signed roll call sheet, signed statement of participation or dated photographs that identify the participants.

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

**1) Project Identification (10 points)**

Please describe the event in detail and include date(s). Include information how the primary focus of the event is to promote native Iowa wines and beers.

**2) Promotional Plan (10 points)**

Please describe the event’s promotional plan and how it will help the Iowa wine and/or beer industry. Include description of promotional materials (advertising, banners, promotion premiums, etc.)

### **3) Project Cost & Budget (10 points)**

List eligible costs and attach estimates. (Quoted current year estimates for **all** eligible costs must be included with application materials. Invoices from previous events do not qualify as current cost estimates.) Eligible projects include advertising placement in newspapers, billboards, magazine, radio, television, and Web advertising. Promotional pieces such as flyers, table tents, punch cards or coasters are eligible, as well as advertising specialty items such as wine glasses.

Advertising, promotional pieces and/or advertising specialty items must help promote Iowa wine and/or beer events. Costs **NOT** acceptable include, but are not limited to, operational (rental, food, supplies) and planning expenses, such as an event planner. Items can not be purchased prior to the submission of this application. A sample budget is shown below; please add more lines as needed to your actual budget.

#### **Sample Budget**

| <b>Items</b>  | <b>Quoted Estimate</b> |
|---|------------------------|
| <i>Radio Promotion (advertising spots – details attached)</i> | <i>\$1,000</i>         |
| <i>Print Advertising (details attached)</i>                   | <i>\$5,900</i>         |
| <i>Brochure design/printing/postage (details attached)</i>    | <i>\$4,076</i>         |
| <i>Total promotional project cost</i>                         | <i>\$10,975</i>        |

Actual Budget (add more lines if needed.)

| <b>Items</b> | <b>Quoted Estimate</b> |
|--------------|------------------------|
|              |                        |
|              |                        |
|              |                        |
|              |                        |
|              |                        |
|              |                        |

### **4) Matching Funds (10 points)**

List at least 50 percent in matching funds in **CASH** with the source, description and amount. This is required. Lack of matching funds will disqualify the project. For example: if you are asking for \$1,000 in grant funds you will need to match \$1,000 in cash for a total of \$2,000 for promotional spending.

#### **Sample Matching Funds**

| <b>Source</b>                | <b>Description</b>   | <b>Amount</b>  |
|------------------------------|--|----------------|
| <i>Local Chamber</i>         | <i>Will match cash funds (commitment letter attached.)</i> | <i>\$1,000</i> |
| <i>Organization of Event</i> | <i>Will use cash reserves.</i>                             | <i>\$1,000</i> |
|                              |  |                |

Actual Matching Funds (Add more lines if needed)

| <b>Source</b> | <b>Description</b> | <b>Amount</b> |
|---------------|--------------------|---------------|
|               |                    |               |
|               |                    |               |
|               |                    |               |

**5) Advertising/Promotional Piece Mock-up (10 points)**

1. A draft or mock-up of your project must be submitted with your application materials; **failure to do so will automatically disqualify your application.** For television or radio advertising, storyboards or a draft script is recommended. Placement of the ***IowaWINEandBEER.com*** logo, and/or tagline “Sponsored by Iowa Wine & Beer Promotion Board” should be indicated on your mock-up sample or script.

2. Final advertising/promotional piece must contain at least one of the following, and are encouraged to include both if space allows: ***IowaWINEandBEER.com*** logo and/or tagline, “Sponsored by Iowa Wine & Beer Promotion Board”.

**6) Past grant recipient**

If this event has received a grant from the Iowa Wine & Beer Promotion Board in the past, please list the event, award amount, dates and total number of attendees for each event.

| <b>Event Funded</b> | <b>Award Amount</b> | <b>Date(s)</b> | <b>Attendees</b> |
|---------------------|---------------------|----------------|------------------|
|                     |                     |                |                  |
|                     |                     |                |                  |
|                     |                     |                |                  |

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**Acknowledgement and Certification**

I agree to comply with the logo/tagline requirements as outlined for this program guide for the Iowa Wine and Beer Event Program.

I agree to complete the project funded between July 1, 2009, and June 30, 2010. I understand the grant is payable only upon completion of the promotional project within the timeframe outlined in this application.

I understand that if I am awarded an Iowa Wine and Beer Event Program grant, the Iowa Department of Economic Development will issue a standard contract. After the event, I will submit a Request for Payment invoice, W-9 Tax Form (if not already on file) and General Accounting Expenditure form for payment submission. I will include an actual final expense budget, copies of invoices and any applicable samples of promotional materials that show the ***IowaWINEandBEER.com*** logo and/or tagline, "Sponsored by Iowa Wine & Beer Promotion Board".



I will also provide a short summary of the promotion that shall include final list of wineries/breweries involved in the event, number of attendees, proof of participation, brief analysis of the success of the event and corresponding samples of the advertising and/or promotional piece.

I understand that five sets (One original and four copies) of my application materials must be submitted and that each set must include placement of the ***IowaWINEandBEER.com*** logo and/or tagline "Sponsored by Iowa Wine & Beer Promotion Board" on the mock-up or sample (if applicable).

**DEADLINE: Must be submitted a minimum of two months prior to the event;** for example if the event is December 1, the application must be in by October 1.

I acknowledge that I have read and understand the application materials and instructions. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements listed above.

\_\_\_\_\_  
*Signature, Event or Festival Representative*

\_\_\_\_\_  
*Date*

Completed applications can be submitted by mail, delivery service or in person to:  
Iowa Wine & Beer Promotion Board  
ATTN: LuAnn Reinders, Iowa Tourism Office  
200 East Grand • Des Moines, IA 50309

**Questions, please contact: LuAnn Reinders 515.725.3088 or  
[iowawineandbeer@iowalifechanging.com](mailto:iowawineandbeer@iowalifechanging.com)**

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### Minority Impact Statement

Pursuant to 2008 Iowa Acts, HF 2393, Iowa Code Section 8.11, all grant applications submitted to the State of Iowa which are due beginning January 1, 2009, shall include a Minority Impact Statement. This is the state's mechanism to require grant applicants to consider the potential impact of the grant project's proposed programs or policies on minority groups.

**Please choose the statement(s) that pertains to this grant application. Complete all the information requested for the chosen statement(s).**

- The proposed grant project programs or policies could have a disproportionate or unique **positive** impact on minority persons.

Describe the positive impact expected from this project

Indicate which group is impacted:

- |  |   |
|--|---|
| <input type="checkbox"/> Women                     | <input type="checkbox"/> Pacific Islanders        |
| <input type="checkbox"/> Persons with a Disability | <input type="checkbox"/> American Indians         |
| <input type="checkbox"/> Blacks                    | <input type="checkbox"/> Alaskan Native Americans |
| <input type="checkbox"/> Latinos                   | <input type="checkbox"/> Other                    |
| <input type="checkbox"/> Asians                    |   |

- The proposed grant project programs or policies could have a disproportionate or unique **negative** impact on minority persons.

Describe the negative impact expected from this project

Present the rationale for the existence of the proposed program or policy.

Provide evidence of consultation of representatives of the minority groups impacted.

Indicate which group is impacted:

- |  |   |
|--|---|
| <input type="checkbox"/> Women                     | <input type="checkbox"/> Pacific Islanders        |
| <input type="checkbox"/> Persons with a Disability | <input type="checkbox"/> American Indians         |
| <input type="checkbox"/> Blacks                    | <input type="checkbox"/> Alaskan Native Americans |
| <input type="checkbox"/> Latinos                   | <input type="checkbox"/> Other                    |
| <input type="checkbox"/> Asians                    |   |

- The proposed grant project programs or policies are **not expected to have** a disproportionate or unique impact on minority persons.

Present the rationale for determining no impact.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name \_\_\_\_\_

Title \_\_\_\_\_

### **Definitions**

“Minority Persons”, as defined in Iowa Code Section 8.11, mean individuals who are women, persons with a disability, Blacks, Latinos, Asians or Pacific Islanders, American Indians, and Alaskan Native Americans.

“Disability”, as defined in Iowa Code Section 15.102, subsection 5, paragraph “b”, subparagraph (1):

b. As used in this subsection:

- (1) "Disability" means, with respect to an individual, a physical or mental impairment that substantially limits one or more of the major life activities of the individual, a record of physical or mental impairment that substantially limits one or more of the major life activities of the individual, or being regarded as an individual with a physical or mental impairment that substantially limits one or more of the major life activities of the individual.

"Disability" does not include any of the following:

- (a) Homosexuality or bisexuality.
- (b) Transvestism, transsexualism, pedophilia, exhibitionism, voyeurism, gender identity disorders not resulting from physical impairments or other sexual behavior disorders.
- (c) Compulsive gambling, kleptomania, or pyromania.
- (d) Psychoactive substance abuse disorders resulting from current illegal use of drugs.

“State Agency”, as defined in Iowa Code Section 8.11, means a department, board, bureau, commission, or other agency or authority of the State of Iowa.

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### Application Check Document Checklist

For your convenience we have provided this easy check list for you to use to insure your application is complete. **This document is not required to be submitted with your application.**

- Is this being submitted at least two months prior to the event?
- Completed application form
- Project Identification
- Promotional Plan
- Project Cost & Budget
  - Is budget completed on application form?
  - Are quoted estimates attached?
- Matching Funds
  - Is Matching Funds table complete?
  - Commitment letters required prior to the event, not required at this time.
- Project Mock-up
  - Are drafts or mock-up/story boards/draft scripts attached?
  - Is logo or tagline included?
- Five copies (including one original with signature(s))
- Have you completed and included the "Minority Impact Statement"?

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## Frequently Asked Questions

**1) How often will the grants be reviewed?** The grants can be received by our office at any time and they will be reviewed and scored as they are received. **However, they must be received a minimum of two months prior to the event;** for example, if the event is December 1, the application must be in by October 1. An Iowa Department of Economic Development staff committee will review the applications. The committee will determine the grant awards and amounts. LuAnn Reinders will be the point of contact to assist you with your grant applications. She will administer the program only and not be a member of the staff review committee.

**2) My festival is later in the year; can I submit a letter of intent?** This would be advisable to help the grant committee have a sense of the potential applications. If you are planning to apply for funds later in the year, please submit a "letter of intent" that summarizes the festival/event and the number of wineries/breweries involved.

**3) How many breweries are there?** As of May 1, 2009, five native Iowa breweries qualify for this program: Millstream Brewing of Amana, Lost Duck Brewery of Fort Madison, Sutliff Cider Company of Lisbon, Hub City of Stanley, and Worth Brewing Company of Northwood. Licensing is subject to change, so please contact LuAnn Reinders for the current list of qualified breweries.

**4) What do I do if there isn't enough room on the application form?** The intent is to keep the application process as simple as possible. Be concise and to the point: this short format has been found to be successful in other grant programs. You can download the document from [www.iowawineandbeer.com](http://www.iowawineandbeer.com) and save it in Word. Once you have it saved it makes it much easier to complete the application.

**5) How will the applications be scored?** There will be a 50 point scoring system for reviewing the applications. Application must score 80 percent of the points available to receive funding. Points will be given as follows:

- |  |   |
|--|---|
| 1) Project identification: 10 points maximum | 4) Matching funds: 10 points maximum                |
| 2) Promotional plan: 10 points maximum       | 5) Draft mock-ups of the project: 10 points maximum |
| 3) Project cost & budget: 10 points maximum  |   |

**6) Do you need to know exactly which wineries and breweries will be involved in the event/festival?** The application can be submitted with an estimated number of wineries/breweries. However, proof of participation will be required before any funds are released. For example, provide a signed roll call sheet, signed statement of participation or dated photographs that identify the participants.



**7) How do I get the IowaWINEandBEER.com logo to use in my artwork?** Contact LuAnn Reinders, information provided at Iowa Wine & Beer Promotion Board • Iowa Department of Economic Development Tourism Office • 200 E Grand Avenue • Des Moines, IA 50309.