

Brand On Us 2018 Application

Instructions: Please submit only requested information. The completed document package must contain the following:

One complete original plus two complete copies of the original including the following:

- Completed application
- Copy of the organization's IRS Form 990
- Annual report

The application must be submitted by certified mail and **postmarked by OCTOBER 26, 2017.**

Mail to: idgroup 300 East Intendencia Street Pensacola, Florida 32502

Or, you may hand deliver **no later than OCTOBER 26, 2017 to:** idgroup, 300 East Intendencia Street Pensacola, Florida 32502.

About the Program

One deserving local not-for-profit group will be chosen each year to receive a comprehensive and integrated brand makeover. During a seven-month Branding from the Core engagement, the selected organization will receive \$100,000 in idgroup services.

The seven-month Branding from the Core engagement includes:

- * Analysis of Branding Needs
- * Research
- * Dialogue Session(s)
- * Brand Pyramid, Platform and Story (if needed)
- * Brand and/or Awareness/Fundraising Strategy
- * Name and Logo Development (if needed)
- * Letterhead, Envelope & Business Card Design (if needed)
- * Fundraising/Awareness Print Collateral
- * Fundraising/Awareness Video or TV Spot
- * Fundraising/Awareness Radio Spot
- * Fundraising/Awareness Print Campaign
- * Fundraising/Awareness Outdoor Campaign
- * Website (if needed)
- * Fundraising/Awareness Social Media Assets

Timeline

October 2-Call for Entries

October 26-Entry Deadline

November 7-Public Selection Opens

November 22-Public Selection Closes

Week of December 4-Finalist 1st Cut (if we have more than 15 entries)

Week of January 22-Presentations

Week of January 31-Finalist Announced

Week of February 5-Finalist Telephone Interviews with Staff/Volunteers

Week of February 12-Finalist Meeting with the Organization's Board

Week of February 19-Announcement

March 1- Engagement Begins

September 30- Engagement Complete

Qualifying:

Serves Pensacola Bay Area

Under 10 employees

Small or no marketing/advertising budget

Overhead under 30% of total budget

Full control over brand and advertising materials

Contingency budget of \$2,500 for miscellaneous direct costs

I. SUMMARY:

Organization Name _____

Organization's Legal Name, if different _____

Executive Director _____

Chairman of Board of Directors _____

*Contact Person _____

Name Office Phone

Email Address Cell Phone

Organization's Address: _____

City State Zip

Certification:

Our organization and its Board of Directors authorize submission of this branding project. Our tax exempt status under IRS Section 501 (c)(3) has not been revoked or modified. We certify that to the best of our knowledge, the statements contained in this application are true, correct and complete.

Executive Director

Chair of the Board

Signature

Signature

Print Name:

Print Name:

Date:

Date:

NOTE: Executive Director and Chairman of the Board must be 2 different individuals.

II. ORGANIZATION INFORMATION

(Please attach additional pages to answer the following questions)

Name of Organization

Year Founded

Brief Summary of Organization's History

Organization's Mission Statement

Geographic Area Served

Number of Directors on Board

Number of Employees full time

Number of Employees part time

Number of Directors who contributed financially to the organization in the last 12 months

III. IMPACT OF PROGRAM

As a result of this initiative, describe the impact on the organization and how that will help our community

IV. OTHER

Is there litigation pending, or threatened, against your organization? Has there been a recent judgment? If so, please give details.

V. ATTACHMENTS:

Please staple to the original and each of the two complete paper copies of the Grant Application the following:

- A list of your board members, including name, position on board, profession or affiliation, and county of residence.
- Copies of the most recent IRS Form 990 filing (including Schedule A) for the past two years
- Copies of the applicant's Annual Report (if any)