

## Brand On Us 2020 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 25, 2019.**

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

Or, you may hand deliver **no later than OCTOBER 25, 2019** 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 Brand Transformation (7 months), Visual Identity Reboot (3-4 months) or Fundraising/Awareness Campaign (3-4 months).

#### *Brand Transformation*

- Research
- Leadership and Organization Dialogue Sessions
- Brand Pyramid, Platform and Story
- Brand Strategy
- Name and Logo Development
- Letterhead, Envelope & Business Card Design
- Brochure
- Television Spot
- Radio Spot
- Print Campaign
- Outdoor Campaign
- Online Campaign
- Website
- Social Media Assets

### *Visual Identity Reboot*

- Creative Dialogue Session
- Logo Development
- Letterhead, Envelope & Business Card Design
- Brochure
- Website

### *High Impact Campaign (Awareness or Fundraising)*

- Creative Dialogue Session
- Campaign Concepts
- Landing Page
- Print Collateral
- Production of concepts for media placement

### **Timeline**

October 1-Call for Entries

October 25-Entry Deadline

November 1-Public Selection Opens

November 21-Public Selection Closes

Week of December 2-Finalist 1st Cut (if we have more than 10 entries)

Week of January 20-Presentations

Week of January 27-Finalist Announced

Week of February 3-Finalist Telephone Interviews with Staff/Volunteers

Week of February 17-Finalist Meeting with the Organization's Board

Week of February 24-Announcement

March 9- 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. Questionnaire:**

**Please circle the area in which you feel your organization could use the most help.**

- Research & Envisioning
- Visual Brand Consistency & Standards (Logo, Stationery, Standards)
- General Awareness (Name recognition, Mass Media)
- Impact Campaign (Call to Action campaign, targeted media; i.e. "100 volunteers in 100 days, 20 registered classes in 90 days, etc.).

**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)