

Brand on Us™ 2021 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
- A letter of commitment signed by all board members

The application must be submitted by certified mail and **postmarked by OCTOBER 23, 2020.**

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

Or, you may hand deliver **no later than OCTOBER 23, 2020 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).

Yearly Category Schedule:

2021: Arts/Culture/Recreation

2022: Environment/Preservation/Animal Welfare

2023: Family/Health/Wellness/Education

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 23	Entry Deadline
November 9	Public Selection Opens
November 20	Public Selection Closes
Week of December 7	Finalist 1st Cut (if we have more than 10 entries)
Week of January 18	Presentations
Week of January 25	Finalist Announced
Week of February 1	Finalist Telephone Interviews with Staff/Volunteers
Week of February 15	Finalist Meeting with the Organization's Board
Week of February 22	Announcement
March 8	Engagement Begins
September 30	Engagement Complete

Qualifying:

Serves Pensacola Bay Area

Under 20 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)