

# 2019 Sunflower State Games Parks & Recreation Marketing Grant Application

Completed form must be submitted to the SSG office by April 1, 2019 for organizations to be considered eligible for the \$500 Grant

Mail: Sunflower State Games, 501 SE Jefferson St., Ste. 22, Topeka, KS 66607

Email: [mgross@sunflowergames.com](mailto:mgross@sunflowergames.com)

Fax: 785-235-2295

Questions: Call 785-235-2295 or email [mgross@sunflowergames.com](mailto:mgross@sunflowergames.com)



Organization Name

Contact Name

Date

Signature

Address

Phone Number

City/State/Zip

Email

## **\$500 Marketing Grant Application Instructions**

- Submit this form using the contact information above by April 1, 2019
- Items 1 & 2 of the Promotion Options listed below are required to be considered eligible
- A minimum of four additional Promotion Options (items 3 - 9 listed below) must be selected
- Documentation of your selected Promotion Options must be submitted by June 28, 2019
  - ⇒ Itemized explanation of how your department implemented each of the selected Promotion Options
  - ⇒ Proof of inclusion for each of the selected Promotion Options (pictures, links, hard copy, etc.)
  - ⇒ Submissions may be sent electronically via email in PDF format to [mgross@sunflowergames.com](mailto:mgross@sunflowergames.com) or shipment of hard copies to: Sunflower State Games, 501 SE Jefferson St., Ste. 22, Topeka, KS 66607

### **PROMOTION OPTIONS**

- 1. Distribution of Sunflower State Games Event Brochures to patrons and general public (*brochures to be shipped in March*)
- 2. Display Sunflower State Games event posters at Community Centers & Sports Venues (*posters to be shipped in March*)
- 3. Placement of SSG logo or ad with external link from department web site (*logo or ad provided by SSG upon request*)
- 4. Ad or article placement in printed Seasonal Program (*Ad or article provided by SSG upon request*)
- 5. Ad or article placement in monthly or seasonal Newsletter (*Ad or article provided by SSG upon request*)
- 6. Event Calendar Listing (*electronic or print*)
- 8. Inclusion in Team or League event schedules
- 7. Social Media Mentions tagging SSG on at least two platforms (*Facebook, Twitter, Instagram, Snapchat*)
- 9. OTHER: Please include on a separate sheet additional resources that you plan to utilize in promoting the 2019 Games

Recipient of the \$500 grant will be selected by the SSG Staff and Board of Directors based on the above criteria. Additional consideration will be given to organizations that exceed the minimum requirements. Grant recipient will be notified in August. A formal presentation will be made at the 2019 SSG VIP Reception on September 30th in Topeka. Expense report to be submitted to SSG upon use of Grant Funds.