

# Virginia Horse Industry Board 2022-2023 Marketing Grant Guidelines and Application

This application is for the Third Grant Cycle which is open through March 1, 2023. All submissions are due to VHIB by 5pm on March 1, 2023. If you have any questions about submitting your proposal, please contact Heather Wheeler by email at [heather.wheeler@vdacs.virginia.gov](mailto:heather.wheeler@vdacs.virginia.gov) or call 804-786-5842.

\* Required

## 1. Name of Organization Applying \*

Types of Projects Considered	<p>The Virginia Horse Industry Board (VHIB) will review and support efforts that address the promotion and economic development of the horse industry in Virginia as described in the Virginia Horse Industry Board’s strategic plan.</p> <p>This grant is being offered to support the Virginia horse industry in promoting and growing equine associations, organizations, events and venues. There is only one level of funding available and the maximum award for this grant is \$5,000.</p>
Award Information	<p><b>AWARD INFORMATION</b></p> <p>The Virginia Horse Industry Board will award grant funding to be used by the award recipient between April 1, 2023 and March 31, 2023. Any grant expenses incurred by the applicant before or after this period will not be reimbursed by the Board.</p>

## Eligibility

Applicants must demonstrate a proven ability and experience to carry out elements of the proposed project. Those applicants proposing to rely on the expertise of another individual or organization to undertake any part of the project must clearly define the responsibilities of the party and provide evidence of that party's ability to achieve that area of responsibility.

Eligible Items can include:

Traditional Media:

- Placement of Advertisements to include print ads, digital, radio, etc.
- Printed Materials – including brochures, flyers, posters and other printed materials used to promote your organization or event.
- Website Development – Development of event page, membership campaign page or expansion of website for marketing purposes are eligible. Maintenance fees for websites are NOT eligible.
- Contractual Services (marketing firm, website developer, graphic designer, etc.)
- Professional Speaker Fees
- Digital Marketing – Banner or website advertising and other electronic marketing initiatives
- Social media marketing initiatives
- Event support – Grant funding can be used for awards, incentive funding, etc. ***Venue rental will be considered but will be reimbursed only after the event has occurred.***

## Further Project Clarification

**These grants are not small business loans for setting up or financing individual businesses. Such loans are available from the U.S. Small Business Administration. Monies will not be awarded for:**

- **Tuition Reimbursement**
- **Salaries**
- **Equipment**
- **Any Type of Construction Project**
- **General Operational Costs**
- **Insurance**
- **Judges Fees**
- **Alcohol**

## Application and Submission Section

Cover Page

Please provide detailed responses to the following questions.

- 2. Project Title: (This should be a concise project definition - 15 words or less) \*

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- 3. Project Lead: ( Please include Name, title, email address and phone number) \*

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- 4. Amount Requested: \*

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- 5. Start Date: (This should list the approximate date the project will be initiated and the date should fall on or after April 1, 2023) \*

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*Example: January 7, 2019*

- 6. Project Length/Timeframe: (This should contain the proposed timeframe to complete the objectives of the project. ) \*

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7. Have you ever received funding from the Virginia Horse Industry Board? \*

Mark only one oval.

Yes

No

8. Submitted by: (Please include Name, Title, Affiliation/Address, Phone Number, Email and Date) \*

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Narrative

Please respond to the following questions with as much information and detail as possible.

9. Objectives and Marketing Goals: What broad results do you want to achieve? \*  
What specific targets have you set? **You must include specific metrics** such as % increase in membership, # increase in event attendance or other metrics relevant to your project. *If this is an event/project that has occurred previously, include the data from that event/project.*

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- 10. Target Market and Impact: Who is your target market and audience? How this project will impact your organization? How will this project impact the Virginia horse industry? \*

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- 11. Background: Include information on your association/organization in this section. *This should include a brief summary of your association/organization, experience with this type of project, resources available to carry out the project, etc.* \*

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- 12. Project Plan: What is your plan to reach your target audience? Provide details of the plan including timelines, costs, methods and baseline measurements. Provide information on how you will measure progress towards targets. \*

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- 13. Personnel: Brief description of the project leader as well as additional persons who will work on the project should be included. \*

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- 14. Other Cooperating Entities: Any governmental, agricultural, or equine-related organization as well as any other entity that will be cooperating in the project should be listed. Note: multiple organization could team together for a single marketing effort or event. \*

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- 15. Additional Funding Sources: Cost sharing by other organizations or entities is encouraged and additional funding sources (anticipated or in hand) should be listed with the amounts indicated. Additional funding sources are not required but the Board may weigh these matching funds in their final decision.

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**Budget**

Please provide a complete budget outline for your project including detailed line-items. Any award and reimbursement will be based on the line -item budget provided in this application.

- 16. A total budget must be provided. Please provide a detailed line-item budget for the grant proposal – listing each expense associated with the project that you are requesting funding for and the dollar amount of funding you are requesting. ***The Board's decision will be based on these line-item amounts Line items that do not include a specific amount or specific detail may not be considered. \*\*\*DO NOT copy and paste in an entire projects budget into this space - this section should only include what your organization is asking the Board to fund. The line items included in this section SHOULD NOT EXCEED \$5,000. Funding requests need to clear and specific - grant awards and reimbursements will be based on the line-items provided here.*** \*

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- 17. Please detail below the costs that the association/organization will be covering – these items will be considered as matching funds for the grant. While matching funds are not required, additional funding sources are favorable. \*

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Submission  
Time and  
Date

Applicants must submit applications to [heatherwheeler@vdacs.virginia.gov](mailto:heatherwheeler@vdacs.virginia.gov) by 5:00 p.m. Eastern Time on March 1, 2023. The Board will not consider applications received after this deadline for funding. If your organization has additional attachments (supporting documents, letters of support), please send those in a single email to [heather.wheeler@vdacs.virginia.gov](mailto:heather.wheeler@vdacs.virginia.gov).

## 18. Does your organization plan to submit additional documents? \*

Mark only one oval.

Yes

No

Award  
Notice

Once the Board selects grant recipients, all applicants will be notified of their grant status. Those selected for funding will receive an award letter that sets forth pertinent information about the grant on or around April 1, 2023. **The signed award letter must be returned to VHIB in 30 days. Failure to return the documents by the deadline may result in VHIB withdrawing the grant award. Projects should not be initiated until the signed award letter is returned to VHIB.** Projects do not have to be initiated on the grant effective date, but should be initiated as soon thereafter as practical so that project goals may be achieved within the funded project period

Acceptance  
of an  
Award

A signature by an authorized representative of the successful applicant organization on the award letter constitutes acceptance of the award and its associated terms and conditions. Once the recipient accepts the award, the contents of the letter are binding on the recipient.



## Payments

Payments will be made on a reimbursement basis with the receipt of quarterly invoices. Grantees must submit an invoice, along with copies of vendor invoices showing the actual costs, proof of payment of invoices, example of marketing and printed materials, screen captures of website and social media related programs, along with an interim report to the Program Manager. Reimbursements will be made within 30 days of receipt of proper documentation. The final invoice will be paid upon receipt of the final report. Failure to submit invoices/receipts and/or reports by the deadlines will result in the awardee relinquishing the approved funds.

Quarterly invoice and reports are due from grant recipients on the following schedule:

First Quarter : Due July 15, 2023  
Second Quarter: Due October 15, 2023  
Third Quarter: Due January 15, 2024  
Fourth Quarter: Due April 15, 2024

All reports are due by 5pm on the due dates listed above – if the date above falls on a holiday or weekend, invoices are due the next business day. At any point during the grant cycle, a final report can be submitted along with a final invoice, if all grant activity has concluded. ***Failure to file a final report can result in elimination from future grant consideration.***

Monies will be dispersed only for those categories and for the dollar amounts as specifically outlined in the original grant proposal budget.

### Acknowledgement of VHIB Support

Grant recipients will be required to recognize the Virginia Horse Industry Board's support of the grant project during the award period (a media kit will be provided to all grant recipients with the award letter to further detail the requirements). To recognize VHIB's support, the grant recipient will be required to:

- Display the following text on the grantee's marketing materials to include publications, advertisements, digital marketing content, social media and website.

“This project and or program is supported by a grant through the Virginia Horse Industry Board.”

- Display the VHIB Logo on the grantee's materials supported by VHIB, to include all publications, advertisements, digital marketing content, social media, website, etc.
- The VHIB Logo must be printed on all awards, ribbons, or any items purchased using VHIB grant funding.
- Provide pictures to the Board throughout the grant cycle of activities associated with the funded program.
- \* The Board may ask grant recipients to provide their organization's mailing list.

### Reporting

All project leaders are required to submit a final report. The final report will detail the results of your program, including performance measures, outcome of your program, successes and challenges. Failure to submit invoices/receipts and/or reports by the deadlines will result in the awardee relinquishing the approved funds.

### Contact Information

Heather Wheeler, Virginia Horse Industry Board Program  
Manager  
Phone (804)786-5842  
Email: [heather.wheeler@vdacs.virginia.gov](mailto:heather.wheeler@vdacs.virginia.gov)  
102 Governor Street  
Richmond, VA 23219

Submit  
Application

By submitting the application, you are indicating that you have read and understood all the information provided in this document. Any questions or concerns should be addressed to the Program Manager by phone at 804-786-5842 or by email at [heather.wheeler@vdacs.virginia.gov](mailto:heather.wheeler@vdacs.virginia.gov).

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