



# Online Media Mini Grant Program

## OVERVIEW AND APPLICATION PROCESS

In recognition of the need for businesses to grow their online presence, the Town Council has authorized a third grant category as a part of the Fiscal Year 2011-12 Business Promotion Program: the *Online Media Mini Grants*. The purpose of the grant program is to encourage the understanding and utilization of lower-cost, readily-available, online and social marketing tools which promote commerce activity in Danville.

The program will make available mini grants (up to \$500 per business) to Danville-based businesses and organizations for online and/or social media campaigns that promote and benefit the Danville business community, as defined by the Business Promotion Program criteria. The Town will evaluate each application, and award grant funding, based on qualifications and on a first-come first-served basis until program funds have been expended.

The Online Media Mini Grant Program would be available:

- **To Individual Businesses or Organizations**, located within the Town limits, with a business promotion project, campaign or event that meets the adopted policy and criteria.
- **For Online Media Marketing Expenditures** including online advertising, development of social media web pages, and the maintenance of the social media pages during the course of the promotional project/event. The grants are provided on a reimbursement basis.
- **In Amounts up to \$500** per applicant. To encourage multiple business collaboration, it is recommended that joint applications be permitted. For joint applications, the base grant funding of \$500 may increase by \$100 with each additional participating business, for a total of \$1,000.
- **Year-Round** to take advantage of unanticipated single-event marketing opportunities (e.g., the “Boutique Blitz” sponsored by the Edge Shop for Men showcasing Danville businesses, the “Spirit of Danville” holiday shopping event) on a first-come first-served basis.

Consistent with the Business Promotion Program criteria, qualifying businesses must demonstrate how the grant could be used to promote a broad range of Danville businesses and yield immediate results. Qualifying businesses may include Retail, Restaurant, Personal Service, and Cultural business sectors. We invite you to submit a proposal for the Online Media Mini Grant Program through the Town of Danville’s website: [www.danville.ca.gov](http://www.danville.ca.gov) or by contacting Jill Bergman, Economic Development Manager, at (925) 314-3369.

Please send completed applications to 510 La Gonda Way, Danville, CA 94526; fax it to (925) 838-0797; or email it to [jbergman@danville.ca.gov](mailto:jbergman@danville.ca.gov).



### PURPOSE OF THE APPLICATION

This application is intended to summarize your proposal for consideration by the Town. Additionally, the information contained in the application will:

- Assist the Town in effectively evaluating your proposal;
- Provide a vehicle for responding to your request;
- Enable the Town to plan and provide necessary support for the promotion or activity;
- Provide the business community at large with a calendar of cohesive events and promotions; and
- Provide a record for future planning and refinement of programs

## Online Media Mini Grant Program Application

Organization or Business: \_\_\_\_\_

Campaign Name: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Contact Information: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Joint Applicant #1 (if any): \_\_\_\_\_

Joint Applicant #2 (if any): \_\_\_\_\_

Joint Applicant #3 (if any): \_\_\_\_\_

Joint Applicant #4 (if any): \_\_\_\_\_

Joint Applicant #5 (if any): \_\_\_\_\_



Project/Event/Campaign Costs:

Total Project Budget: \$ \_\_\_\_\_

Total Grant Request  
(not to exceed \$500): \$ \_\_\_\_\_

Describe your campaign (who, what, when, where, how): \_\_\_\_\_

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Is this a pilot project or an established campaign? \_\_\_\_\_

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Who is the target audience (demographics, etc.)? \_\_\_\_\_

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What geographical area is the campaign targeting?

- Bay Area       Contra Costa County  
 Tri-Valley       East Bay       Other: \_\_\_\_\_

If the online media forum is already established, how will the campaign attracting new market share?

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How will success be measured (traffic, sales, CTR, impressions, etc.)? \_\_\_\_\_

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What is the goal for your campaign's total number of impressions (in clicks or click-through rate)?

\_\_\_\_\_

If the campaign is a collaboration of several businesses/organizations, how will each entity contribute and/or benefit?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will your campaign support the "Shop Danville" brand? If so, how will it be promoted?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Which online advertisement channels are your business and/or organization using ? (Select up to two.)

Google – AdWords       Yahoo

Facebook       YouTube

Danville Express       Danville Patch

LinkedIn       Other \_\_\_\_\_



Small Town Atmosphere, Outstanding Quality of Life

Where will your advertisement direct traffic (i.e. to a Facebook page, business website, etc.)? \_\_\_\_\_

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