

Please email this application to [andrea.blackford@alexandriava.gov](mailto:andrea.blackford@alexandriava.gov).

For content questions, email [andrea.blackford@alexandriava.gov](mailto:andrea.blackford@alexandriava.gov); for technical questions, email [gerry.dineros@alexandriava.gov](mailto:gerry.dineros@alexandriava.gov)

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## ALEXANDRIA MARKETING FUND APPLICATION

### I. Applicant Information

Date Application Submitted: \_\_\_/\_\_\_/\_\_\_

Organization/Group/Business \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alternate Phone Number \_\_\_\_\_

Project Start Date \_\_\_/\_\_\_/\_\_\_ (mm/dd/yyyy)

Project End Date \_\_\_/\_\_\_/\_\_\_ (mm/dd/yyyy)

Estimated cost of project: \$\_\_\_\_\_

Grant Amount Requested: \$\_\_\_\_\_

### Other Participating Organizations/Groups/Businesses:

Overall Goal/Purpose of Project:

**Benefit to City of Alexandria:**

**Description of Project. Please be specific, providing as many details as possible:**

**Has this organization or project received Marketing Fund support in the past? If so, please provide details, including when funding was awarded and amount of funding awarded:**

**Innovative Components of the Project.** If this is a second or third request for funding, please describe what’s new, improved, expanded or innovative about this year’s proposed program or project compared with previous applications:

**Target Audience.** Please be as specific as possible regarding the customers or potential customers you hope to reach through this effort. For example, residents of Del Ray; foreign tourists who visit DC; female shoppers age 25-45; Washington area families with children under age 18; etc.:

**Methods/Tactics. Please describe your specific plans to market and promote the proposed program or project.**

**Competitors and Plan to Differentiate Product, Program, Event, etc.**

**Methods for Measuring and Reporting Project Success**

**Please describe your plan to become a self-sustaining program without Alexandria Marketing Fund support:**

**Is this organization or project already receiving, or slated to receive, funds from the City of Alexandria? If so, please describe in detail and include amount of City funding.\***

**\* As a reminder, the Marketing Fund cannot match City funding.**

## **II. Supporting Materials**

Please include the following information in your application (PDF files are preferred) as requested on the website:

- Project budget, using the provided format.
- Mock-up of marketing materials, if available
- Any additional information that may support your application

*By submitting this application, I agree that the information provided is accurate and correct to the best of my knowledge. I also assure that my person and business are in compliance with all laws, ordinances, rules and regulations of the Commonwealth of Virginia and the City of Alexandria.*

### **III. Budget Format**

Applicants must submit budget information, with a brief accompanying budget narrative, in the format provided on the following pages of this document. Instructions follow:

#### **I. Revenues**

1. List all revenue sources from project participants, listing received or fully secured amounts under the “Secured Funds” column and pending funding or pledged funds under “Pending Funds.”
2. Provide narrative describing the funding sources. For pending funds, provide narrative indicating when the funds will be secured and any dependencies regarding the commitment.
3. Other Revenue: List all other revenue for this project, including information that will inform reviewers about the overall support/sustainability of this project. In your budget narrative, please provide detail about these revenue sources.

#### **II. Expenses**

1. Project Marketing-related Expenses: List all marketing-related expenses and provide narrative that justifies costs listed for each line item. (Example: for the line item “Ad Design: \$500,” narrative would read “Our project will hire a consultant from Ad Whiz Inc., at a rate of \$100/hour (\$100/hr x 5 hrs=\$500).
2. Non-Marketing Related Expenses: List all other expenses that will be incurred for the project (such as operational and overhead costs, personnel, equipment/capital expenditures, etc.).

# Alexandria Marketing Fund Budget Format

**A. Revenue**

Funding/Revenue from Project Participants	Secured Funds	Pending Funds
<i>Subtotal</i>	\$	\$
<i>Total Combined Anticipated Funds</i>	\$	

Other Sources of Funding/Revenue	Amount
	\$
<i>Subtotal</i>	
<b>Total Project Revenue (including pending funds)</b>	\$

**B. Expenses**

Marketing-Related Expenses (Eligible for City-Matched Funds)	Proposed Budget
<i>Subtotal</i>	\$

Other, Non-Marketing Expenses (Not Eligible for City-Matched Funding)	Proposed Budget
<i>Subtotal</i>	\$
<b>Total Proposed Project Expenses</b>	<b>\$</b>

**PLEASE NOTE:** The TOTAL size of all files uploaded to the Marketing Fund website must not exceed 9 MB. If any or all files combined exceed 9 MB, your files will not be submitted.