

2024 GRANT GUIDELINES
PA MARKETING CAMPAIGN MATCH
MINI GRANT FOR WINERIES & WINE TRAILS

STATEMENT OF PURPOSE

The Pennsylvania Winery Association (PWA) is the lead marketing and promotional voice for Pennsylvania wines, wineries and wine trails. Funding from this grant program is to be used as matching funds for cooperative advertising and promotional initiatives by Pennsylvania Wineries and/or by a collective group of Pennsylvania Wineries (Wine Trails) to help increase awareness of, and attract visitors to PA Winery Tasting Rooms.

ELIGIBLE APPLICANTS

Applicants must represent an individual winery holding a Limited Winery License in Pennsylvania (wine trails or craft beverage trails) that hold Limited Winery Licenses.

Wine Trails must show the following proof of eligibility.

- Bylaws
- Articles of Incorporation
- Identified leadership
- Identified point of contact
- Trail Membership and PWA Membership
- Functioning dedicated wine trail website

GUIDELINES

- Funds may be used for marketing purposes within one of the following marketing categories:
 - Traditional Advertising: Magazine Editorial, Printed Promotional Materials, Billboard, Radio Advertisement, etc.
 - Digital Advertising: Social Media, YouTube, Google, etc.
- Dollars may not be used for administration, website hosting, overhead, capital projects, or merchandise.
- Establishment of a brand is not considered an acceptable project.
- Only one grant application will be accepted from a single applicant during a funding period.
- Acknowledgment for Pennsylvania Wines and its official logo must be included on any advertisement or literature paid for using grant funds. (Any exceptions to this requirement must be approved by the PWA before publication.)
- The Pennsylvania Wines logo and a link to pennsylvaniawine.com must appear on recipients' website and all work products.
- Participant contributions must be in cash, not trade. In-kind expenditures are not eligible.
- All funds must be spent between **April 1, 2024 - November 15, 2024.**

Failure to comply with these guidelines will impact future funding assistance.

FUNDING

- Total Project funds cannot exceed \$40,000
- Maximum amount of matching funds will be based on the number of impacted PA Wineries on the trail
- Funding is awarded based on a 50/50 match

CRITERIA

- Applications will only be accepted through an online form [here](#).
- No other documents will be accepted outside of this form.
- The PWA grant review committee, when reviewing and selecting marketing projects for funding, will take the following into account:
 - Does the campaign have the potential to generate the greatest interest and awareness for a PA wine trail, PA wines, and/or PA winery(ies) on a regional and national level?
 - Will this campaign impact the greatest number of Pennsylvania wineries on the wine trail?
 - Is this campaign ready for implementation?
 - Is the campaign partnering with local Convention & Visitors Bureaus (CVB)?
 - Is the campaign simple and effective?

APPLICATION PROCESS

To be considered for Grant Funding, applications can be received **March 1, 2024 to May 1, 2024.**

- Complete the online application form here: <https://forms.gle/Ny5yZopAeQMLb4Ga7>
- Match Program Details
 - Description of your target market in 3 to 5 sentences
 - Identification of 3 program goals
 - Description of expected outcomes in 3 to 5 sentences
 - Description of overall marketing campaign
- Completed work plan outline and budget worksheet
 - Identification of a budget match (revenue sources) with supporting documents (quotes, bids, etc.) for projected expenses
 - A budget worksheet listing the grant project's activities see BUDGET OUTLINE

Incomplete and/or incorrect applications will not be accepted for consideration.

Incorrect use of the PA Wines logo throughout the project will jeopardize reimbursement.

APPLICATION DEADLINE

Applications can be submitted **March 1, 2024 to May 1, 2024. The final application deadline is May 1, 2024.** Funding will be announced **May 10, 2024.** Any applications that are received after this will not be accepted for the current grant cycle.

Any questions should be sent to pwa@pennsylvaniaiwine.com and marketing@pennsylvaniaiwine.com.

GRANT AWARDS:

Once notification is given to projects selected for a grant, a contract will be made between the PWA Grant Committee and the applicant to outline what can be funded with grant dollars. Grant awards will be announced on **May 10, 2024.**

Grant recipients will receive 50% of the total grant award upon signed receipt of the contract.

The balance, the final 50%, will be reimbursed as follows:

- Recipients will receive the final 50% of the match grant balance by submitting the following to the PWA by or before the identified deadline, **December 1, 2024:**
 - Completed reimbursement request forms
 - Copies of invoices made out to the Winery/Wine Trail and proof of payment of all items to be reimbursed
 - Copies of all work products with the official PWA logo produced using grant funds
 - Final report for the project, including:
 - Final report submitted online via Google Form (link will be sent with contract).
 - Details/Explanation on how all grant funds were used.
 - Copies of appropriate work products with the official PWA logo produced using grant funds not previously submitted.
 - Measurements and/or outcomes of marketing effectiveness.

2024 GRANT SCHEDULE:

March 1 - May 1	Accepting Applications
April 1 - November 15	Grant Funding (spending can only take place during this time frame)
May 1	Final Deadline for Application
December 1	Online Final Grant Report due for reimbursement (upon completion of project with all payments made)
December 31	Deadline. All reimbursement checks must be cashed.

REVIEW PROCESS & SCORING

Review of reimbursement requests, application and final report documentation may take up to 30 days. If all the criteria is met, the grant recipient will be notified by the PWA. A for-profit business that receives a grant may be required to treat the grant as income and is responsible for paying any necessary taxes applicable thereto.

A scoring sheet will be used by the Matching Funds Review Panel to score each application. Upon receipt of the application, the PWA first does an internal check to assure the applicants and applications are complete and adhere to the criteria. If any adjustments are needed the PWA will contact the identified point of contact on the applicant so adjustments can be made prior to panel review.

FINAL REPORT GUIDELINES

- Complete this page and submit the following documents on or before **December 1, 2024**.
- The final reimbursement will be distributed upon the satisfactory completion of the final report.
- Failure to submit a final report will result in the Wine Trail's return of the initial funds.
- Complete the Final Report form here: <https://forms.gle/NND9FdYrzAdt4twc6>

Supporting Documentation must be submitted to the PWA for reimbursement

- Final Report must be submitted via [online form](#).
- Budget Outline must be typed and attached to the Final Report.
- Include in Final Report
 - Proof of PWA logo on wine trail website
 - Proof of Payment by the Wine Trail: Canceled checks, receipts
 - Copies of all paid invoices to the Vendors/Suppliers
 - Work Products
 - include copies of printed materials, social media posts, photography, commercials, radio ads, videos, etc. Work Products can and should be referenced in the Final Report as copies of the original work or links to the original work.