

Martinsville-Henry County Economic Development Corporation
Small, Minority & Entrepreneurial Division Marketing Co-op Grant Program
Business Application Part I

| GENERAL INFORMATION | |
|---|--|
| Legal Business Name: | Physical Address |
| Federal EIN: | |
| Type of Business Organization <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other: _____ | Mailing Address |
| Contact Person: | Contact's Phone #: |
| Contact's Title: | Contact's E-mail Address: |
| Doing Business As or Trade Name: | Year Business Established: |
| | Number of Employees: |
| | Web Address: |
| | Current Annual Gross Sales: |
| Please answer the following: | |
| 1. Is Martinsville or Henry County the primary location for the business listed on this application? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 2. Are any tax obligations, including payroll taxes past due? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 3. Is the business listed on this application involved in any suit or legal action related to the work it has performed? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Authorization | |
| The undersigned authorizes Martinsville-Henry County Economic Development Corporation to verify any and all information furnished in connection with this application. Everything that has been stated in the application is correct to the best of my knowledge. My signature below indicates that I have read, understand and will adhere to the Marketing Co-op Grant Program Guidelines. I understand that applications are approved or denied at the sole discretion of the EDC. | |
| If Applicant is an Individual | If Applicant is a Corporation, Partnership, etc. |
| Signature of Applicant Date | Signature of Authorized Officer, Partner, etc. Date |

The following documents must be submitted with the application:

- Copy of current business license for Martinsville or Henry County.
- Marketing Plan, including measurable marketing goals. Your marketing plan should address the following:

| | |
|----------------------------|----------------------|
| 1. Target Market | 6. Marketing Mix |
| 2. Industry Trends | 7. Top 3 Competitors |
| 3. Goals | 8. Your Strengths |
| 4. Strategy | 9. Your Weaknesses |
| 5. Yearly Marketing Budget | 10. Monthly Tactics |

A complete Marketing Plan Guide is available online at www.yesmartinsville.com/smallbusiness.

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1) Please check the list of service categories which will be included in your proposed marketing project and provide a total amount for each line item:

\$_____ Web Design and Development Services – custom website design, information architecture and graphic user interface planning, database driven website design and development, graphics and photography/images, content management solutions, usability testing, advanced scripting and programming, custom database development, collaboration and social networking, website accessibility analysis, and maintenance contracts.

\$_____ E-Commerce Services – Shopping carts, donation and membership systems, online security assessments and testing controls.

\$_____ Internet Marketing Services – e-mail marketing, search engine marketing, search engine optimization, e-Newsletters, blogs, RSS, Wikis.

\$_____ Signage – including graphic design and sign fabrication.

\$_____ Printing Services – including graphic design for brochures, letterhead, envelopes, flyers, business cards, print advertisements and other printed publications. All printing that is not completed in-house must be accompanied by quotes from local printers properly licensed in Martinsville-Henry County. If the project is approved, printing must be completed by the local printer.

\$_____ Graphic Design only, without printing services.

\$_____ Videography – including development.

\$_____ Photography Services essential to marketing collateral or website development.

\$_____ Development, videography and placement for television commercials

\$_____ Development and placement for radio commercials

\$_____ Print Advertisement – newspaper, billboard, magazines, trade publications, or other approved media. Viewer/reader demographics and audience size must be provided.

\$_____ Membership or appropriate advertising and sponsorship opportunities.

Note that domain registration, website hosting or marketing consulting shall not be covered with grant funds.

2) Attach a detailed copy of quote(s) from approved local marketing provider(s), including project timeline. For printing or signage services, two (2) quotes from approved providers must be supplied.

3) Attach any applicable supplemental material for consideration.