



## **MARKETING & SOCIAL MEDIA PACKAGE GRANT**

**7 Packages Available Valued at \$4,500 Each**

**APPLICATION DEADLINE: FEBRUARY 9, 2024**

The South Hadley & Granby Chamber of Commerce (SHG Chamber) has been generously earmarked ARPA Funds from the South Hadley Select Board. On December 19, 2023, the South Hadley Select Board approved the SHG Chamber awarding 7 Marketing & Social Media Packages to businesses located in the Town of South Hadley. Please review all of the eligibility requirements, package details, and application process below.

### **ELIGIBILITY REQUIREMENTS:**

- Must be a business/organization/non-profit located within South Hadley, MA
- Applicants do not have to be a member of the SHG Chamber
- Must complete this application in its entirety and return as instructed below on or before February 9, 2024

### **PACKAGE DETAILS:**

- The package consists of 2 parts: the creation of a commercial/promotional video, and help managing social media platforms (Facebook and/or Instagram) for 60 days.
- Please see the attached proposal from Allen Media which covers the scope of the package in more detail.

### **APPLICATION PROCESS:**

- Please complete the attached application (use additional pages to answer the questions, if needed)
- Please send the completed application on or before February 9, 2024 to Steven Laplante via email at [laplante.steven@yahoo.com](mailto:laplante.steven@yahoo.com), or via mail, to his attention, at 2 Lyman Street, South Hadley, MA 01075.
- All applications will be reviewed by the SHG Chamber of Commerce's Board of Directors on February 15, 2024. The 7 chosen applications will be notified on or before March 1, 2024.
- Once the 7 chosen applicants have been notified, Allen Media will contact the 7 applicants to start the process.
- PLEASE NOTE: Chosen applicants will be asked to provide links to their current websites, social media accounts, and to provide logos, preferred brand fonts, color palettes, etc.

**If you have any questions, please contact Steven Laplante, Vice President of the SHG Chamber of Commerce, via text at 413-246-4911, or email at [laplante.steven@yahoo.com](mailto:laplante.steven@yahoo.com).**

MARKETING & SOCIAL MEDIA PACKAGE GRANT APPLICATION:

NAME OF BUSINESS/ORGANIZATION/NON-PROFIT:

ADDRESS (STREET/TOWN):

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

WEBSITE:

NUMBER OF EMPLOYEES/STAFF/ASSOCIATES/VOLUNTEERS:

YEARS IN BUSINESS:

DO YOU CURRENTLY USE SOCIAL MEDIA - WHICH PLATFORM(S):

HAVE YOU EVER MADE A VIDEO COMMERCIAL (IF YES, PLEASE PROVIDE DETAIL):

WHAT ADVERTISING HAS WORKED BEST FOR YOU:

HOW MUCH TIME DO YOU HAVE DAILY/WEEKLY TO MARKET AND/OR TO PLAN TO MARKET YOUR BUSINESS:

DO YOU HAVE A MESSAGE YOU WOULD WANT TO FOCUS ON USING THIS MEDIA PACKAGE:

DO YOU HAVE A TARGET DEMOGRAPHIC YOU ARE TRYING TO REACH WITH THIS MEDIA PACKAGE:

IS THIS DEMOGRAPHIC DIFFERENT FROM WHOM YOU HAVE TARGETED HISTORICALLY:

DO YOU CURRENTLY HAVE A MEDIA PLAN IN PLACE – IF YES, HOW WOULD THIS MEDIA PACKAGE FIT WITHIN YOUR CURRENT MEDIA PLAN:

IF YOU HAVE A MEDIA PLAN IN PLACE, WHAT IS YOUR MONTHLY BUDGET:

WHAT ARE YOUR EXPECTATIONS OR DESIRED OUTCOMES FROM THIS MEDIA PACKAGE:

WHAT IMPACT TO YOUR BUSINESS DO YOU HOPE THIS MEDIA PACKAGES CREATES:

IS THERE ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT YOUR MARKETING NEEDS, OR HOW THE CHAMBER OF COMMERCE CAN HELP YOU?

DO YOU AGREE TO COMPLETE AND/OR PROVIDE ANY AND ALL PAPERWORK NECESSARY TO RECEIVE/PROCESS TO GRANT (YES OR NO)?

DO YOU AGREE TO COOPERATE WITH POSITIVE REVIEWS AND/OR TESTIMONIALS INCLUDING, BUT NOT LIMITED TO, SOCIAL MEDIA, WEBSITES, ETC. (YES OR NO)?

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