## Joint Effort Marketing (JEM) Application

#### Instructions

#### How to Apply for a JEM Grant

- 1. Contact your Tourism Development Specialist or Grant Manager for brainstorming and guidance.
- 2. To apply for a JEM grant, go to grants.travelwisconsin.com.
- 3. Review the application before you apply
- Destination Marketing Development JEM application
- Destination Marketing Year 1 JEM application
- Destination Marketing Year 2 and 3 JEM application
- Existing Event Year 1 JEM application
- · Existing Event Year 2 JEM application
- New Event Year 1 JEM application
- New Event Year 2 and 3 JEM application
- · One-time One-of-a-kind JEM application
- Sales Promotion Year 1 JEM application
- Sales Promotion Year 2 JEM application

If you've never used the electronic grant system, please contact the Grant Manager to set up your organizational account. See the Electronic Grant Program User Manual for additional instructions.

#### **Grant Deadlines**

Applications are due by 11:59 P.M. on the following dates:

February 1 - New Event, Existing Event, Sales Promotion, One-Time/One-of-A-Kind JEM grants

April 1 - New Event, Existing Event Sales Promotion, One-Time/One-of-A-Kind JEM grants and Destination Marketing JEM grants

August 1 - New Event, Existing Event, Sales Promotion, One-Time/One-of-A-Kind JEM grants

September 1 - Destination Marketing JEM grants

November 1 - New Event, Existing Event, Sales Promotion, One-Time/One-of-A-Kind JEM grants

### Steps



Instructions

- Overview
- Advertising Agency and Contract Signer
- **Detailed Description**
- Promotional Plan
- Goals and Support
- Data Collection and Tracking Plan
- Promotional Expenses
- Operational Expenses
- Income Statement
- **Upload Additional Materials**
- Application Review

Cancel

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script has been automatically saved. In order to resume in th	e future: Copy the link or Email me the link	St	eps
Overview		0	Instructions
	cation that if your application is approved, the Department of Tourism can reimburse for expenses received. For example, if you want to begin running JEM-funded advertisements to promote your	0	Overview
project on Nov. 1, submit your applicatio compliant with the 90-day rule.	n by Aug. 1. Please enter the date(s) of the project/event/campaign to determine if your project is	۰	Advertising Agency and Contract Signe
Enter the dates of the project/event/c	ampaign or use the calendar to select dates:		Detailed Description
	and Date		Promotional Plan
			Goals and Support
What JEM category are you applying for?  Destination Marketing	A Sales Promotion must offer significant incentives for a		Data Collection and Tracking Plan
	imited period of time (usually six to eight weeks) to persuade a targeted market to visit the area. Application should include a		Promotional Expenses
One-Time, One-of-a-Kind Sales Promotion	ist of participating businesses and the proposed incentives.		Operational Expenses
Project Year (1)			Income Statement
) 1 () 1			Upload Additional Materials
* Name	e of the Event/Campaign		Application Review
Name of the Sales Promotion Error: N	Name of the Event/Campaign is required.		100 100
Provide a one or two	ovide a one or two sentence descrption of the project and goals.		
Sales Promotion and			
goals. Please include the dates the Sales			
Promotion. You'll be able to tell us more in future			
steps			

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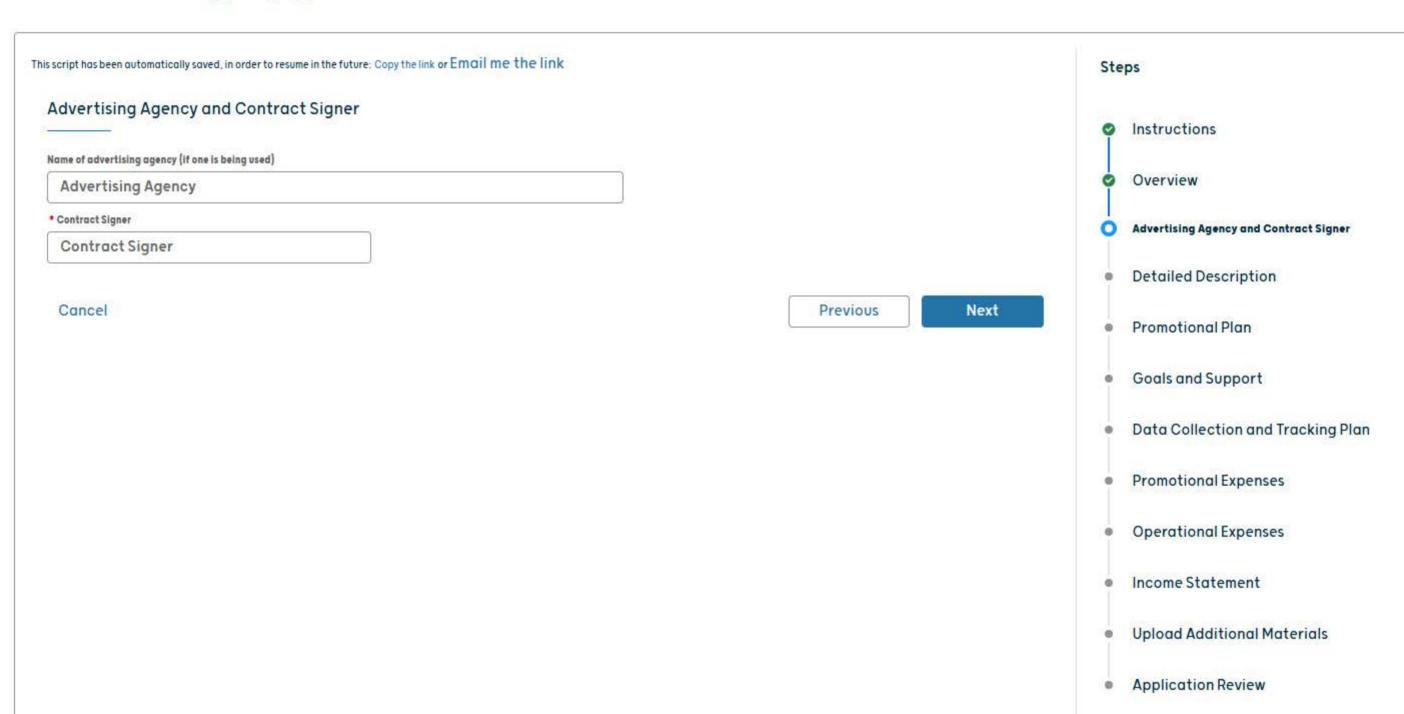


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# Joint Effort Marketing (JEM) Application

This script has been automatically saved, in order to resume in the future: Copy the link or Email me the link Steps **Detailed Description** Instructions \* Detailed Description Overview Please describe your Sales Promotion in detail as to Advertising Agency and Contract Signer how the visitor will experience it. What are **Detailed Description** the significant incentives of the promotion? Be Promotional Plan specific. How do these incentives motivate the Goals and Support visitor to come and Data Collection and Tracking Plan experience the destination? **Promotional Expenses** Operational Expenses Previous Next Cancel Income Statement Upload Additional Materials **Application Review** 

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## Joint Effort Marketing (JEM) Application

This script has been automatically saved, in order to resume in the future: Copy the link or Email me the link Steps Promotion Plan Instructions Overview · Marketing Plan What is your plan for What is your plan for promoting your campaign? What types of marketing and public relations Advertising Agency and Contract Signer promoting your tools are you using? Please include target markets. How does this promotional plan reach the campaign? What types target markets? **Detailed Description** of marketing and public relations tools are you Promotional Plan using? Please include target markets. How Goals and Support does this promotional Data Collection and Tracking Plan plan reach the target markets? Promotional Expenses Operational Expenses • Marketing Plan Adjustments Income Statement Please give a brief Please give a brief description of your promotional plan from Year 1 or Year 2 and the results and description of your lessons learned. How are you adjusting your plan to improve? Upload Additional Materials promotional plan from Year 1 or Year 2 and the Application Review results and lessons learned. How are you adjusting your plan to improve? · Marketing Plan Alignment How does this align with How does this align with Tourism's Statewide Marketing Plan?

Tourism's Statewide Marketing Plan?

# Joint Effort Marketing (JEM) Application

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## Goals and Support

Please describe your measurable goals and how they will make a positive economic impact.

#### \* Project Goals

Please describe your measurable goals and how they will make a positive economic impact.

Are there other resources, such as earned media, donated advertising, other grants, etc. that are being secured for this campaign? How will this campaign be self-sustaining within three years?

### \* Additional Support

Are there other resources, such as earned media, donated advertising, other grants, etc. that are being secured for this campaign?

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Data Collection and Tracking Plan

Every year, the Department of Tourism is required to report out the economic results of JEM grant funded projects. The visitor spending generated by your project is the State's return on investment (ROI).

Typically, JEM recipients measure visitor spending results. This can be done by by counting all visitors/attendees and surveying a representative sample. Your goal should state how many visitors/attendees your promotion will attract (Tracking Expenditures).

How will you track the success of your promotional plan and collect the needed information for reporting the final results?

How will you track the number and type of visitors to your event?

Success Tracking

How will you track the success of your promotional plan and collect the needed information for reporting the final results? How will you track the number and type of visitors to your event?

The Department owns research that determines the average daily expenditure for leisure day trippers and overnighter visitors. Currently, those figures are \$75 per day tripper and \$219 per overnight visitor. Please estimate the attendance number for each of the following.

- \* Local attendees:
- \* Non-local overnight attendees:
- \* Non-local day trip attendees:

Total visitor expenditures:

\$0

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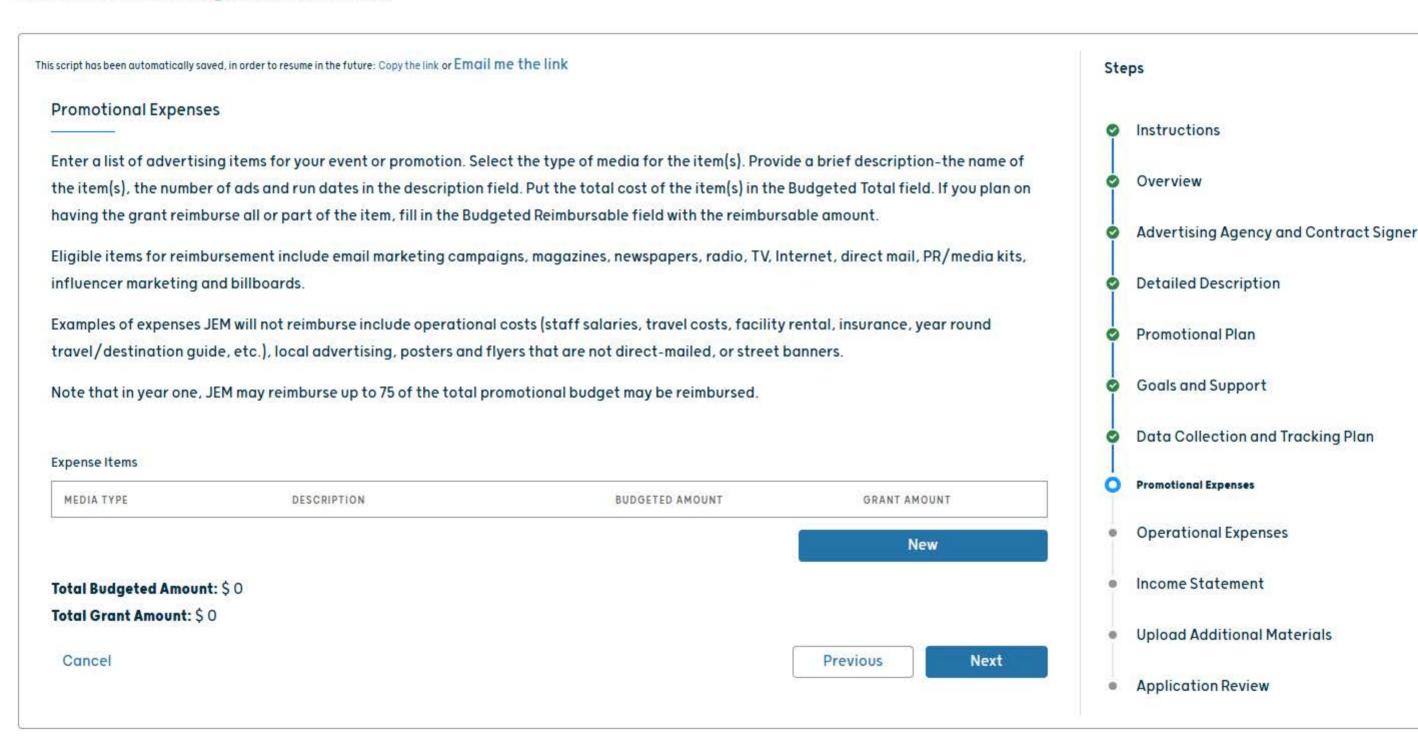
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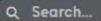




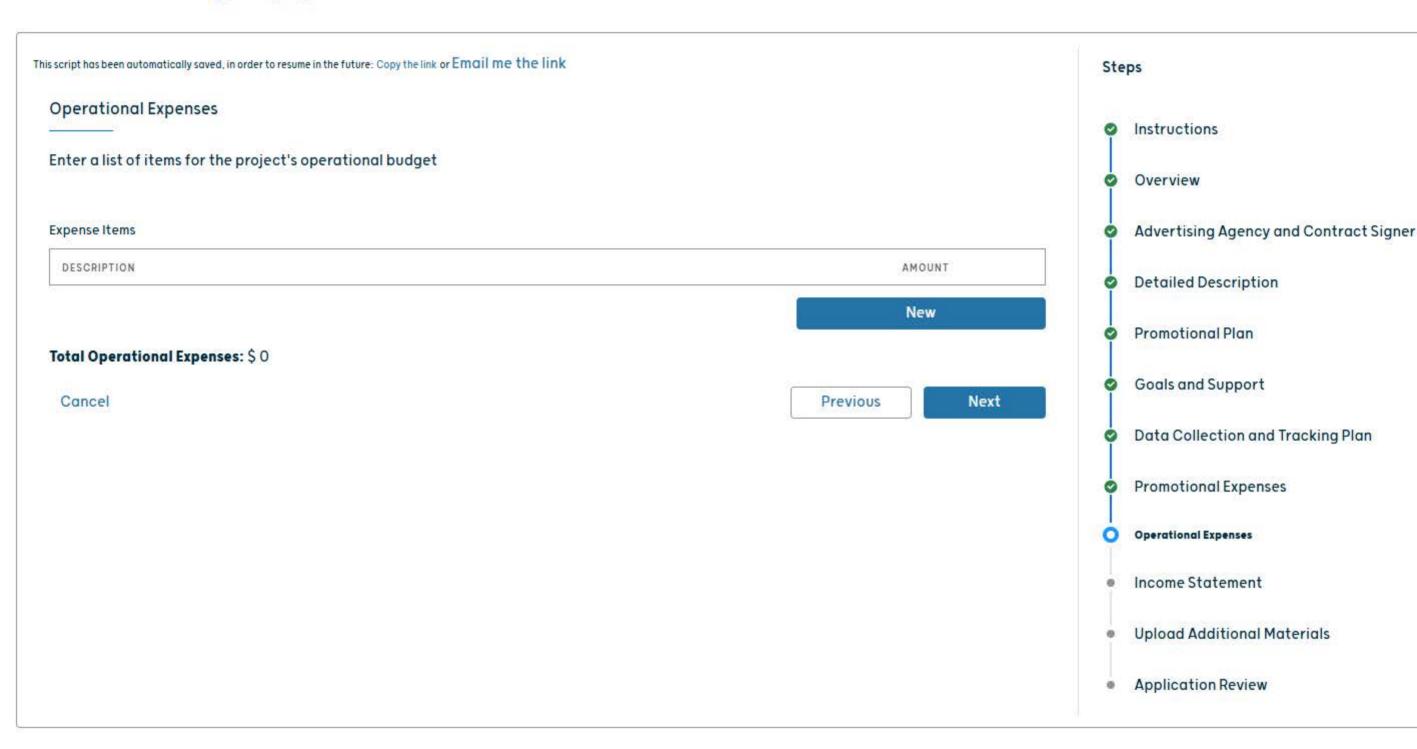
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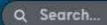




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This script has been automatically saved, in order to resume in the	Steps		
Income Statement		Instructions	
Enter a zero if there is no cash balance fro the funds for the project can come from a	Overview		
the event. Events that are entirely "fundro	Advertising Agency and C	ontract Signe	
* Cash Balance from Year One or Two		Detailed Description	
* Event Income, Contributions		Promotional Plan	
Total Income	\$ 0	Goals and Support	
Expenses		Data Collection and Track	ing Plan
Operational Expenses	\$0	Promotional Expenses	
Total Expenses	\$0	Operational Expenses	
Net Income	\$ 0	O Income Statement	
Cancel	Previous Next	<ul> <li>Upload Additional Materia</li> </ul>	ıls
		<ul> <li>Application Review</li> </ul>	



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