## 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



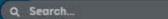
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- Overview
- Advertising Agency and Contract Signer
- **Detailed Description**
- Promotional Plan
- Goals and Support
- Data Collection and Tracking Plan
- Promotional Expenses
- Operational Expenses
- Income Statement
- **Upload Additional Materials**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

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curred 90 days after the applica	r application that if your application is approved, the Department of Tourism can reimburse for expe ation is received. For example, if you want to begin running JEM-funded advertisements to promote y lication by Aug. 1. Please enter the date(s) of the project/event/campaign to determine if your project	your
inter the dates of the project/eve	ent/campaign or use the calendar to select dates:	
nt Start Date	Event End Date	
■ through		
That JEM category are you applying for?		
Destination Marketing	A New Event has not been held previously, intended to repeat	
New Event	regularly and will bring in visitors (as opposed to community	
Existing Event	events primarily for locals); they are intended to grow visitor	
One-Time, One-of-a-Kind	expenditures year after year.	
Sales Promotion		
roject Year 🕦		
1		
4		
3		
3		
3	Name of the Event/Campaign	
Name of the Event	Name of the Event/Campaign	
	Name of the Event/Campaign  Error: Name of the Event/Campaign is required.	
	Error: Name of the Event/Campaign is required.	
Name of the Event  Provide a one or two sentence summary of the	Error: Name of the Event/Campaign is required.  * Description	
Provide a one or two sentence summary of the event and goals. Please	Error: Name of the Event/Campaign is required.  * Description	
Provide a one or two sentence summary of the event and goals. Please include the dates of the	Error: Name of the Event/Campaign is required.  * Description	
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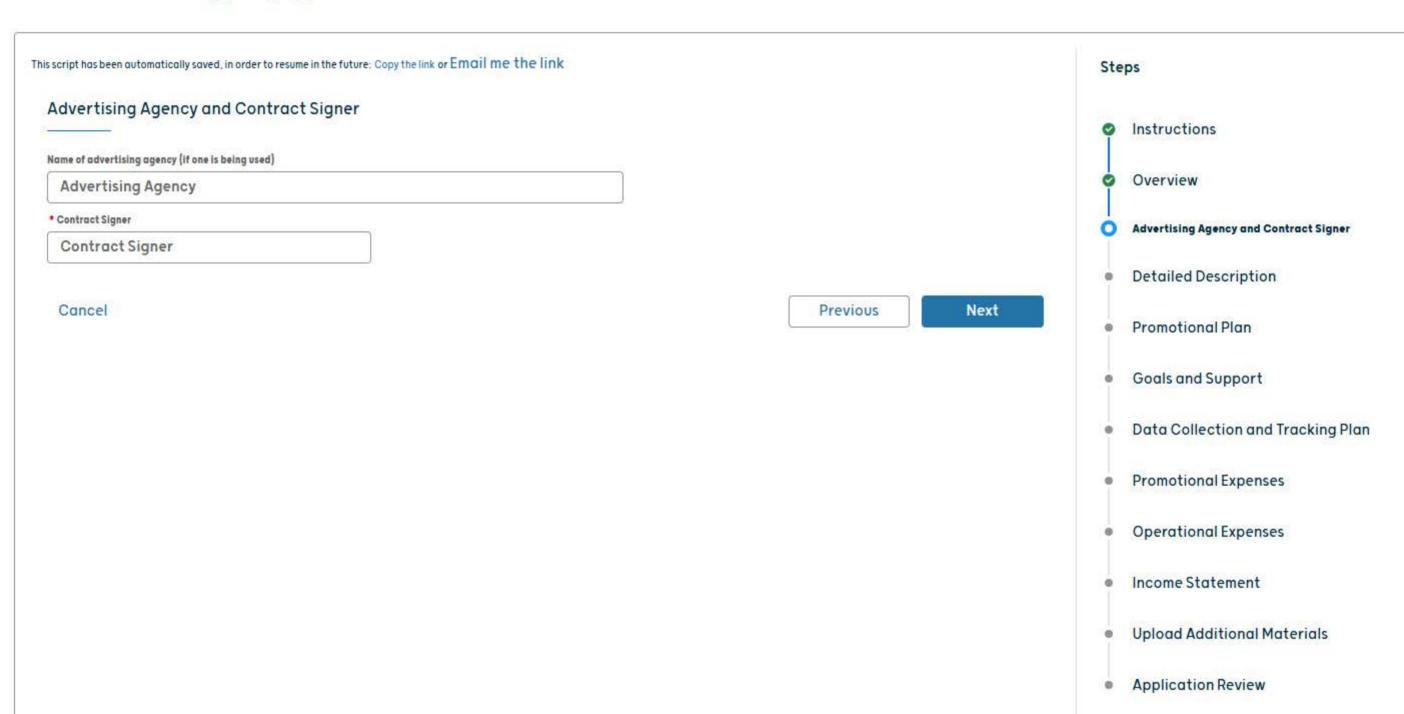


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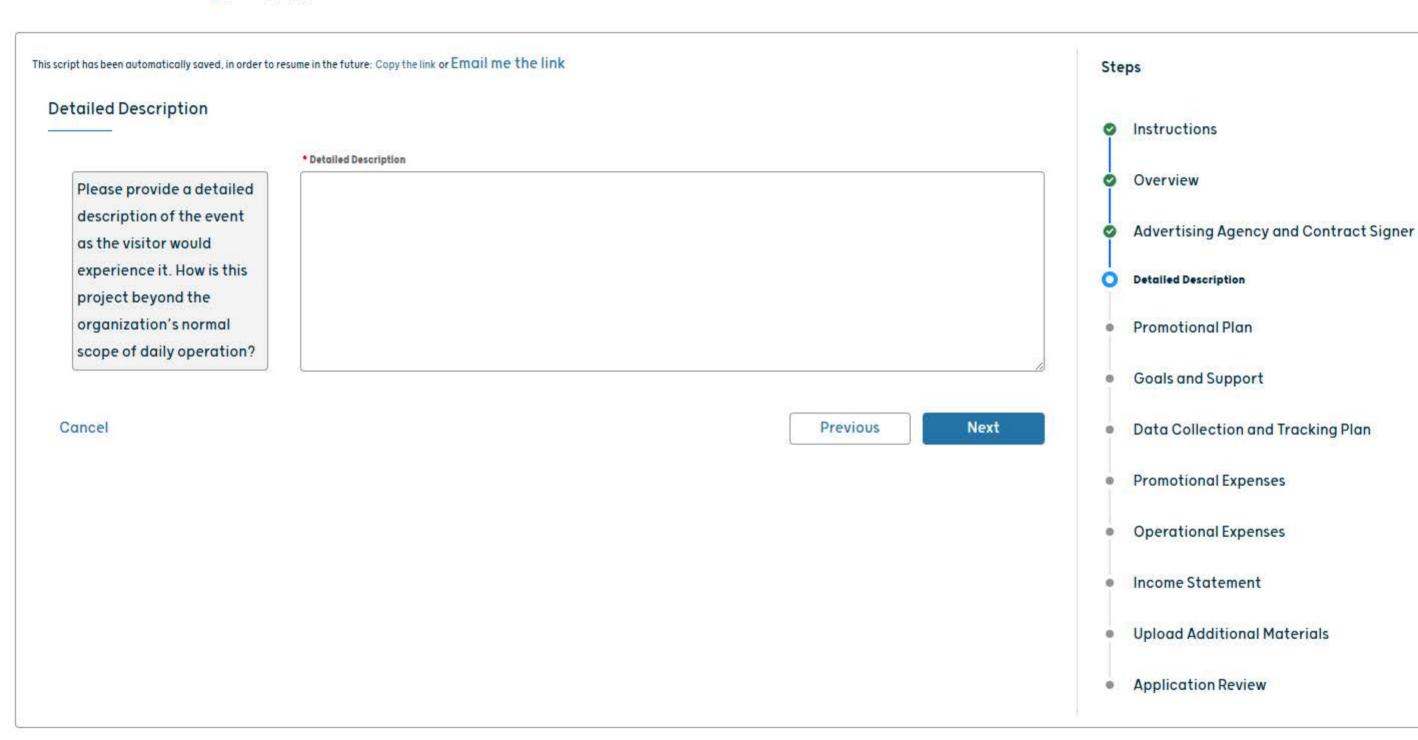


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## Joint Effort Marketing (JEM) Application

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## **Promotion Plan**

What is your plan for promoting your campaign? What types of marketing and public relations tools are you using? Please include target markets. How does this promotional plan reach the target markets?

### \* Marketing Plan

What is your plan for promoting your campaign? What types of marketing and public relations tools are you using? Please include target markets. How does this promotional plan reach the target markets?

How does this align with Tourism's Statewide Marketing Plan? \* Marketing Plan Alignment

How does this align with Tourism's Statewide Marketing Plan?

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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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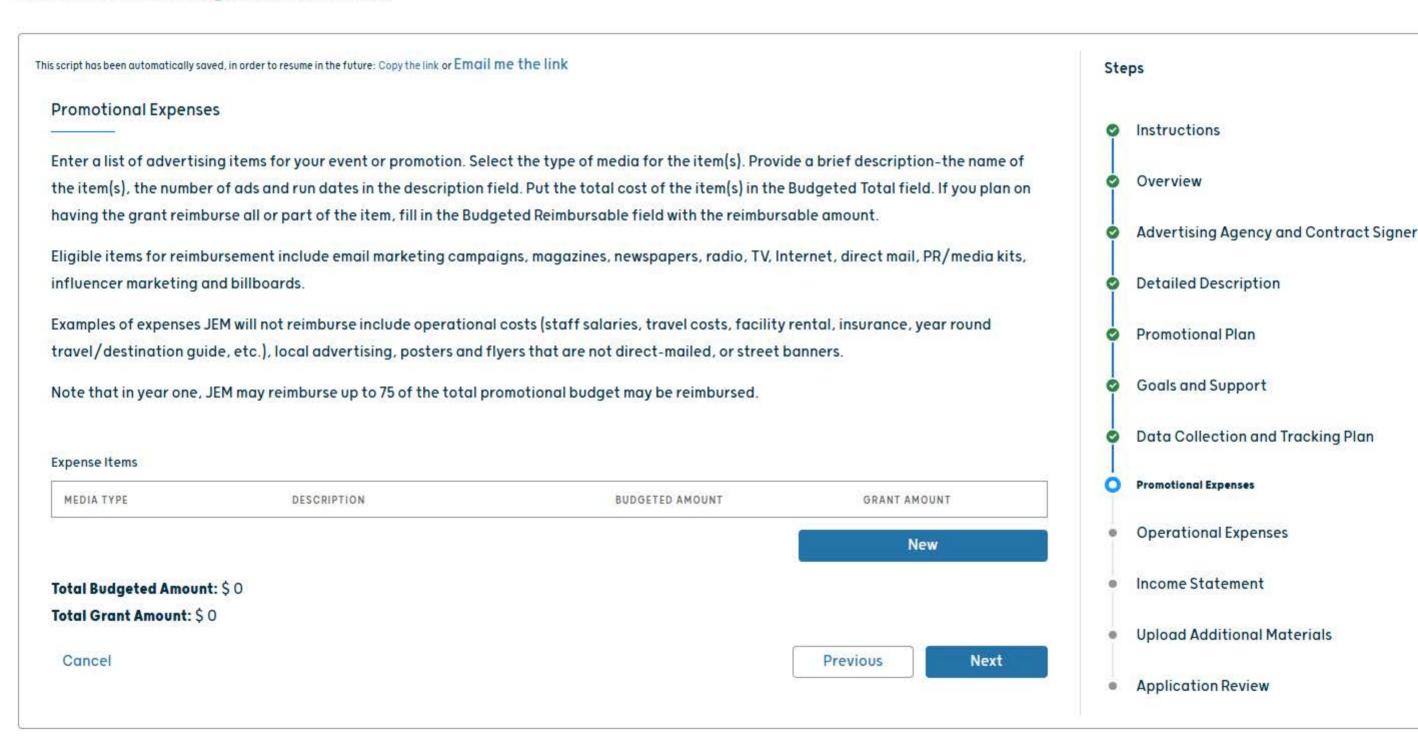
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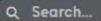




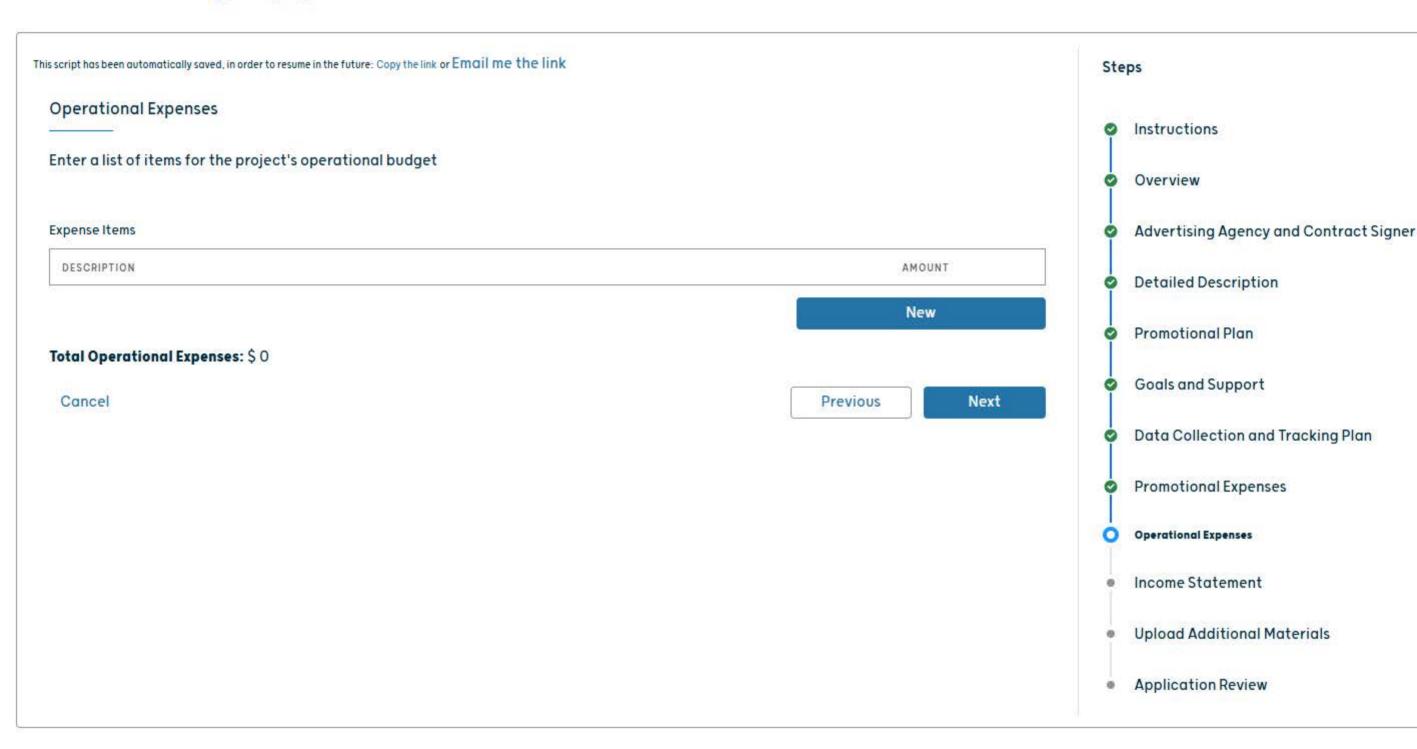
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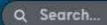




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Income Statement		Instructions	
Enter a zero if there is no cash balance from the previous year. Tell us any anticipated income, but don't include the JEM grant. Note: None of the funds for the project can come from another state agency. Reminder, all income generated from the event/project must be used to finance		Overview	
the event. Events that are entirely "fundro	aisers" will not be eligible for JEM grant funding.	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	
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		<ul> <li>Application Review</li> </ul>	



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