## 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

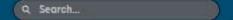
- Overview
- Advertising Agency and Contract Signer
- **Detailed Description**
- Promotional Plan
- Goals and Support
- Data Collection and Tracking Plan
- Promotional Expenses
- Operational Expenses
- Income Statement
- **Upload Additional Materials**
- Application Review



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erview		
ncurred 90 days after the applic	r application that if your application is approved, the Department of Tourism can reimburse for expens ation is received. For example, if you want to begin running JEM-funded advertisements to promote you lication by Aug. 1. Please enter the date(s) of the project/event/campaign to determine if your project	ır
Enter the dates of the project/e	ent/campaign or use the calendar to select dates:	
ent Start Date	Event End Date	
m through	iii iii	
L)	) <del>5</del>	
What JEM category are you applying for?	The second secon	
Destination Marketing	A Destination Marketing (DM) application requires a	
New Event	partnership of at least three communities. The timing of the campaign requires justification defining a shoulder or "off"	
One-Time, One-of-a-Kind	season, and research/tracking are substantial aspects of this	
Sales Promotion	category.	
) SOLSTIONSON	category.	
2004002220000000		
Project Year @	Project Type   Description	
1	Marketing	
3		
	• Name of the Event/Campaign	
Name of the Research		
Project	Error: Name of the Event/Campaign is required.	
	* Description	
Provide a one or two	Provide a one or two sentence descrption of the project and goals.	
sentence summary of the	The second secon	
project and goals. Please		
include the dates the		
research will be		
conducted. You'll be able to tell us more in future		
steps.		

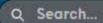
Instructions
Overview
Advertising Agency and Contract Signer
Detailed Description
Previous Project
Areas Served by Project
Goals and Support
Promotional Expenses
Income Statement
Upload Additional Materials

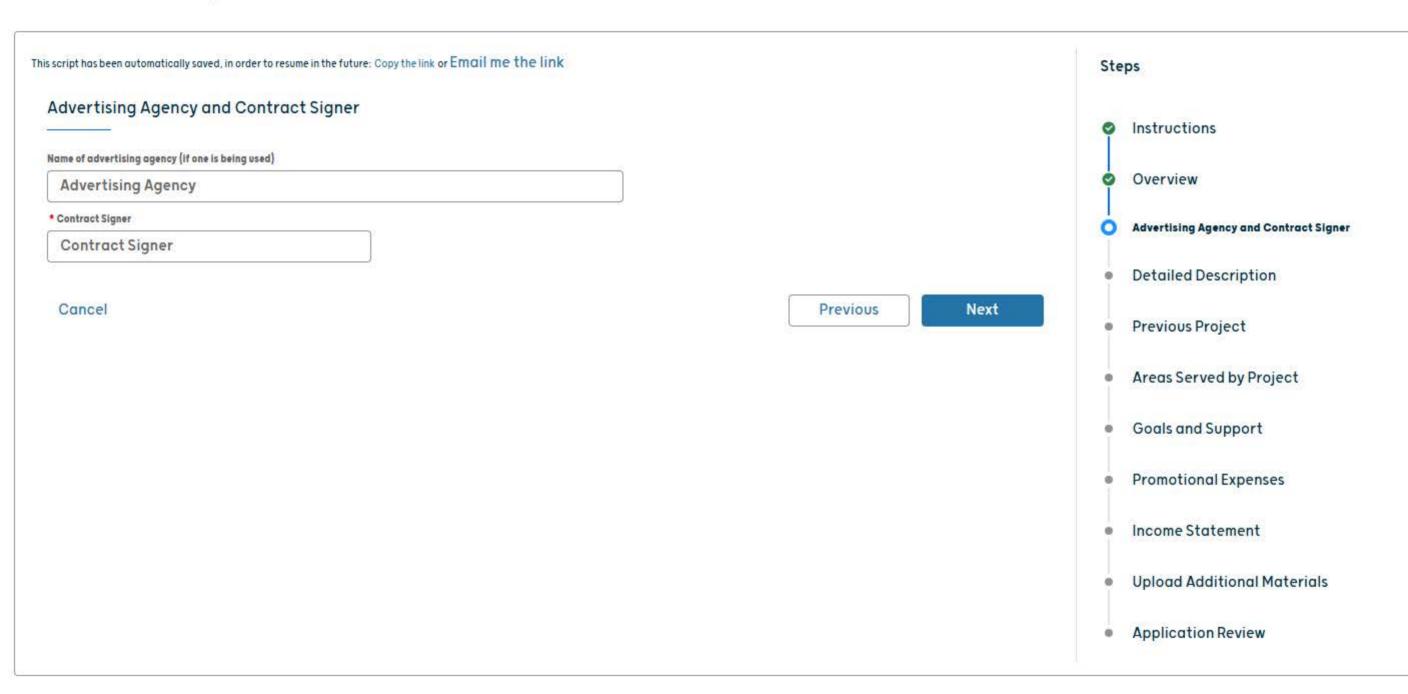
Application Review

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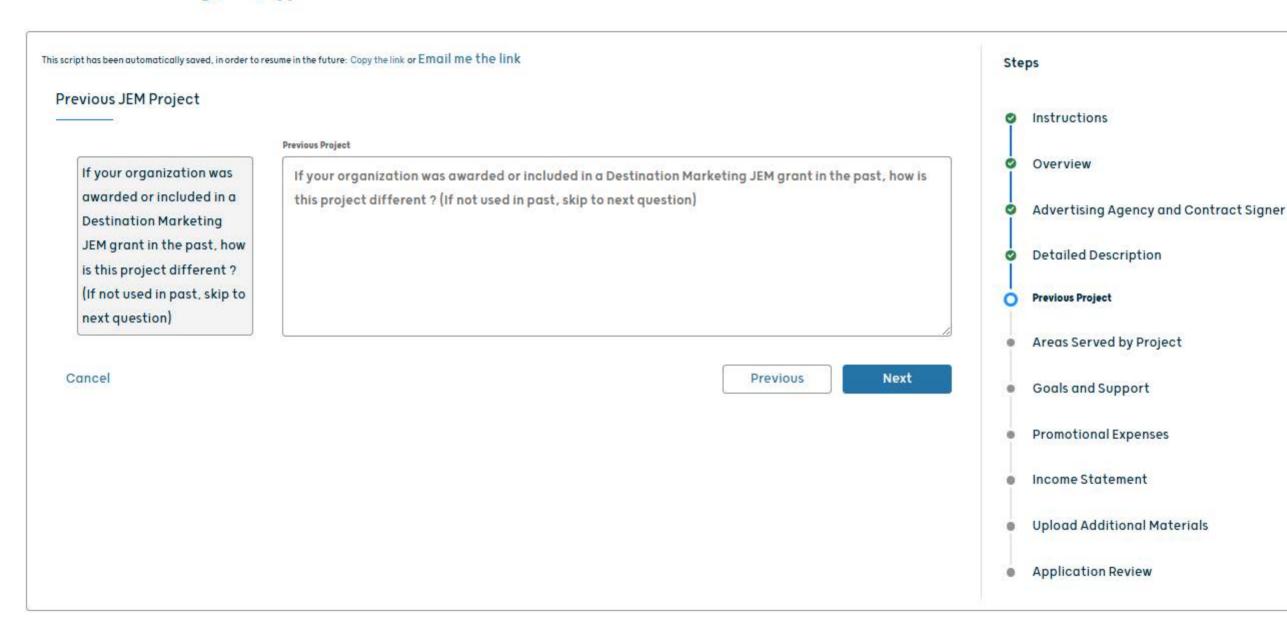
### Q Search...



# 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 provide a detailed description of what this Advertising Agency and Contract Signer research project hopes to accomplish. This research **Detailed Description** should discover the destination's Previous Project differentiating qualities Areas Served by Project to define a brand, focus a marketing strategy and Goals and Support secure data that measures the impact of Promotional Expenses visitors on the local economy. Please refer to Income Statement the JEM guideline document for what should **Upload Additional Materials** be included in your research. **Application Review** Attach vendor proposal if using a third-party vendor ▲ Upload Files Or drop files Cancel Previous Next

### .





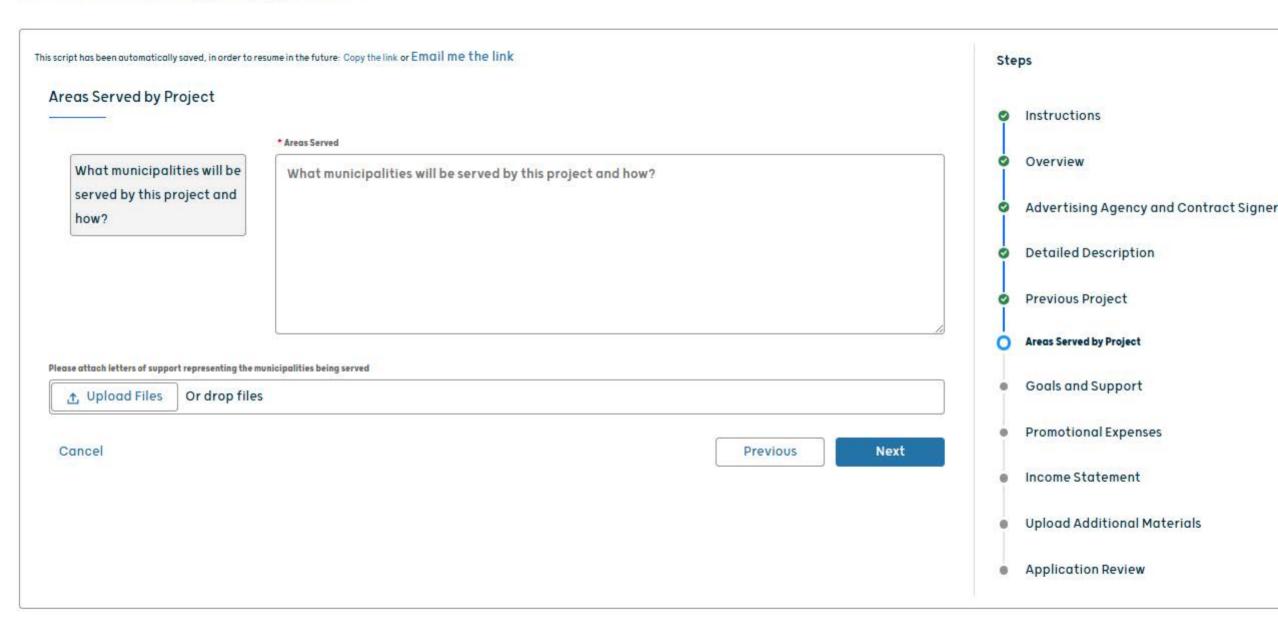
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Steps

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Overview

**Detailed Description** 

Areas Served by Project

Promotional Expenses

Upload Additional Materials

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Previous Project

Goals and Support

Advertising Agency and Contract Signer

### Q Search...

### 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 selfsustaining within three vears?

Additional Support

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

Describe any other organizations involved in the project and how they will benefit from the project. How will this project make a positive economic impact for the area?

• Other Organizations

Describe any other organizations involved in the project and how they will benefit from the project. How will this project make a positive economic impact for the area?

Cancel

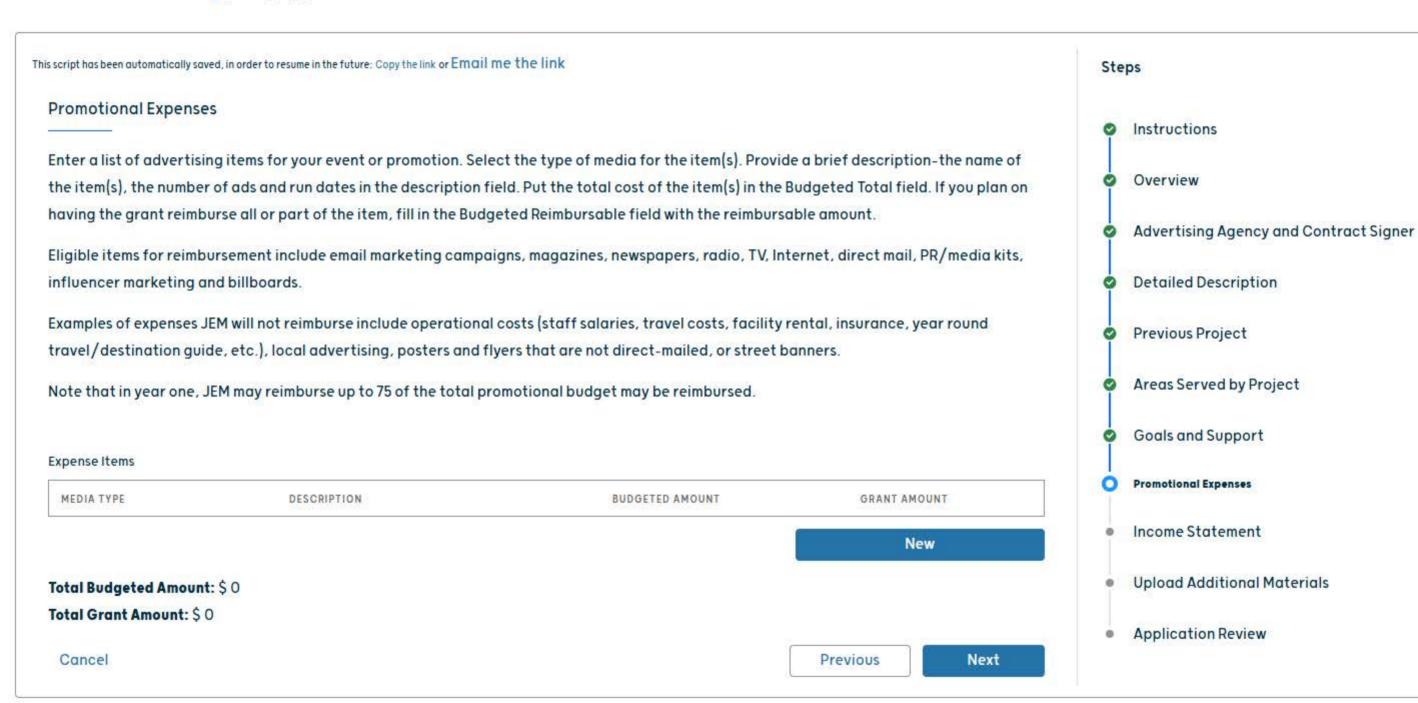
Previous

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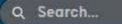




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This script has been automatically saved, in order to resume in the future: Copy the link or Email me the link			Steps		
Income Statement		0	Instructions		
Enter a zero if there is no cash balance from the previous year. Tell us any anticipated income, 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 "fundraisers" will not be eligible for JEM grant funding.		0	Advertising Agency and Contract Sign		
* Cash Balance from Year One or Two		0	Detailed Description		
* Event Income, Contributions		0	Previous Project		
Total Income	\$0	9	Areas Served by Project		
Expenses		0	Goals and Support		
Promotion Expenses  Total Expenses	\$0	0	Promotional Expenses		
Net Income	\$0	0	Income Statement		
Cancel	Previous Next	0	Upload Additional Materials		
		0	Application Review		



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