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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verview		
		Instructions
Keep in mind when submitting your incurred 90 days after the applica	Overview	
project on Nov. 1, submit your appli compliant with the 90-day rule.	cation by Aug. 1. Please enter the date(s) of the project/event/campaign to determine if you	r project is
Enter the dates of the project/eve	ent/campaign or use the calendar to select dates:	Detailed Description
rent Start Date	Event End Date	 Promotional Plan
What JEM category are you applying for?		 Goals and Support
Destination Marketing New Event	An Existing Event application requires new advertising (geographic, demographic or new media) and you must include	 Data Collection and Tracking Plan
Existing Event One-Time, One-of-a-Kind	a list of the previous year's advertising with your application.	 Promotional Expenses
Sales Promotion	Justify the use of new advertising by showing a substantial increase in visitor expenditures.	 Operational Expenses
Project Year 1		 Income Statement
1 0 2		 Upload Additional Materials
	Name of the Event/Campaign	 Application Review
Name of the Event	Error: Name of the Event/Compaign is required.	
	• Description O	
Provide a one or two sentence summary of the event and goals. Please	Provide a one or two sentence descrption of the project and goals.	
event and where the event will take place. You'll be		
able to tell us more in future steps		

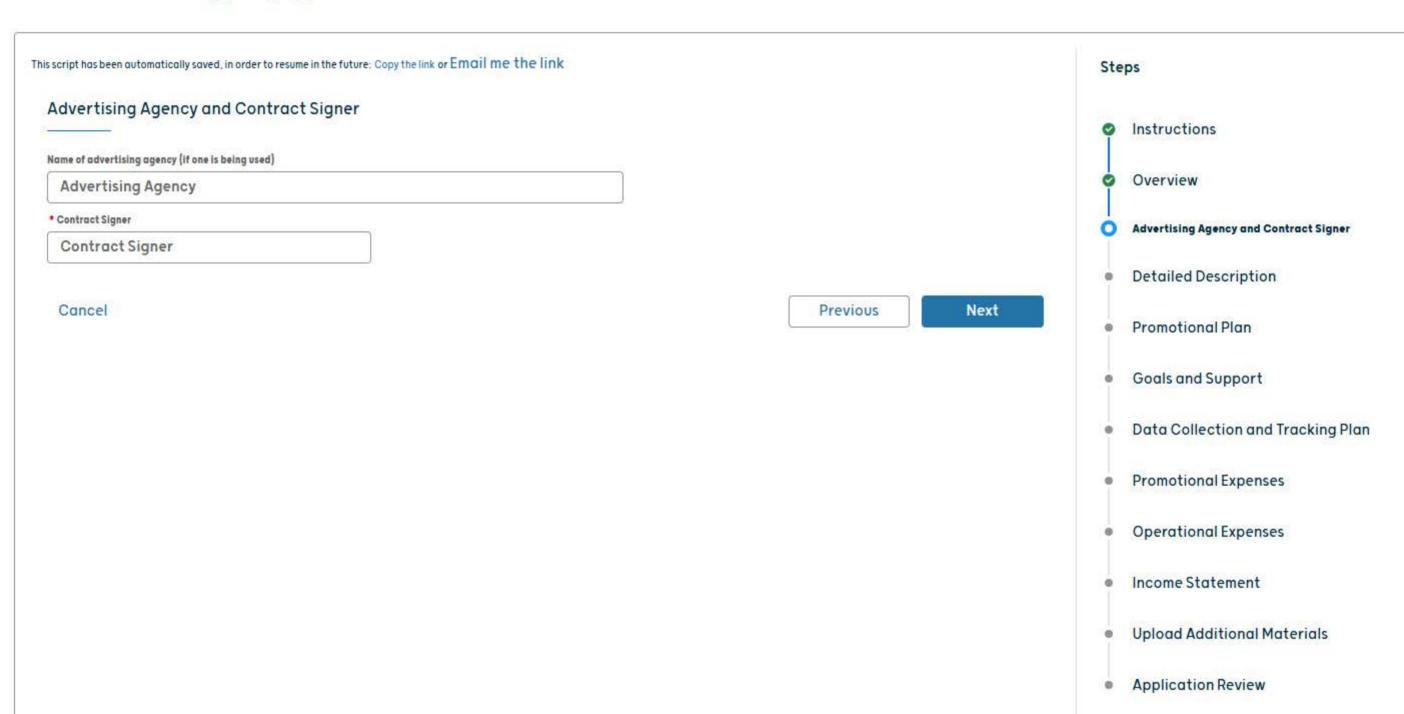


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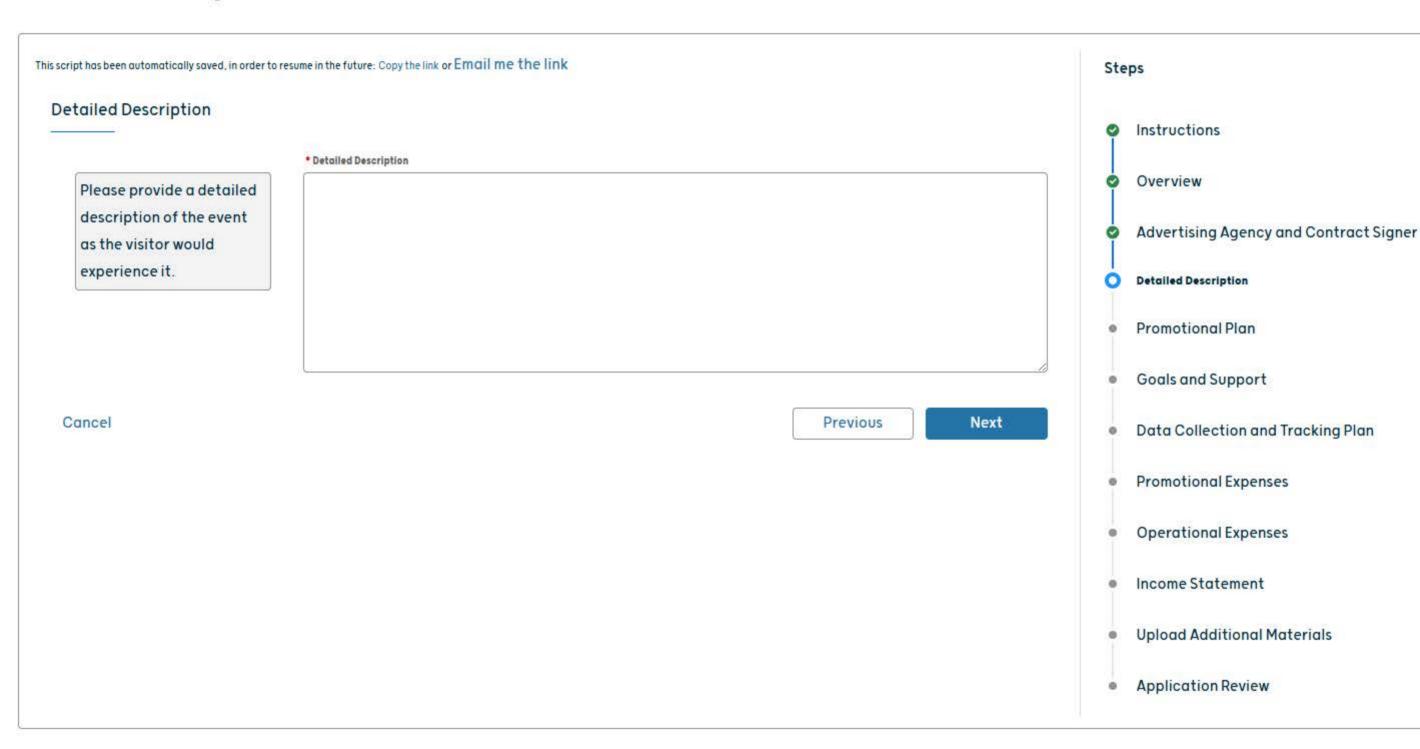
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This script has been automatically saved, in order to resume in the future: Copy the link or Email me the link Steps Promotion Plan Instructions Overview · Marketing Plan What is your plan for What is your plan for promoting your campaign? What types 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

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

improve?

· Marketing Plan Alignment

How does this align with 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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Detailed Description

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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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- Instructions
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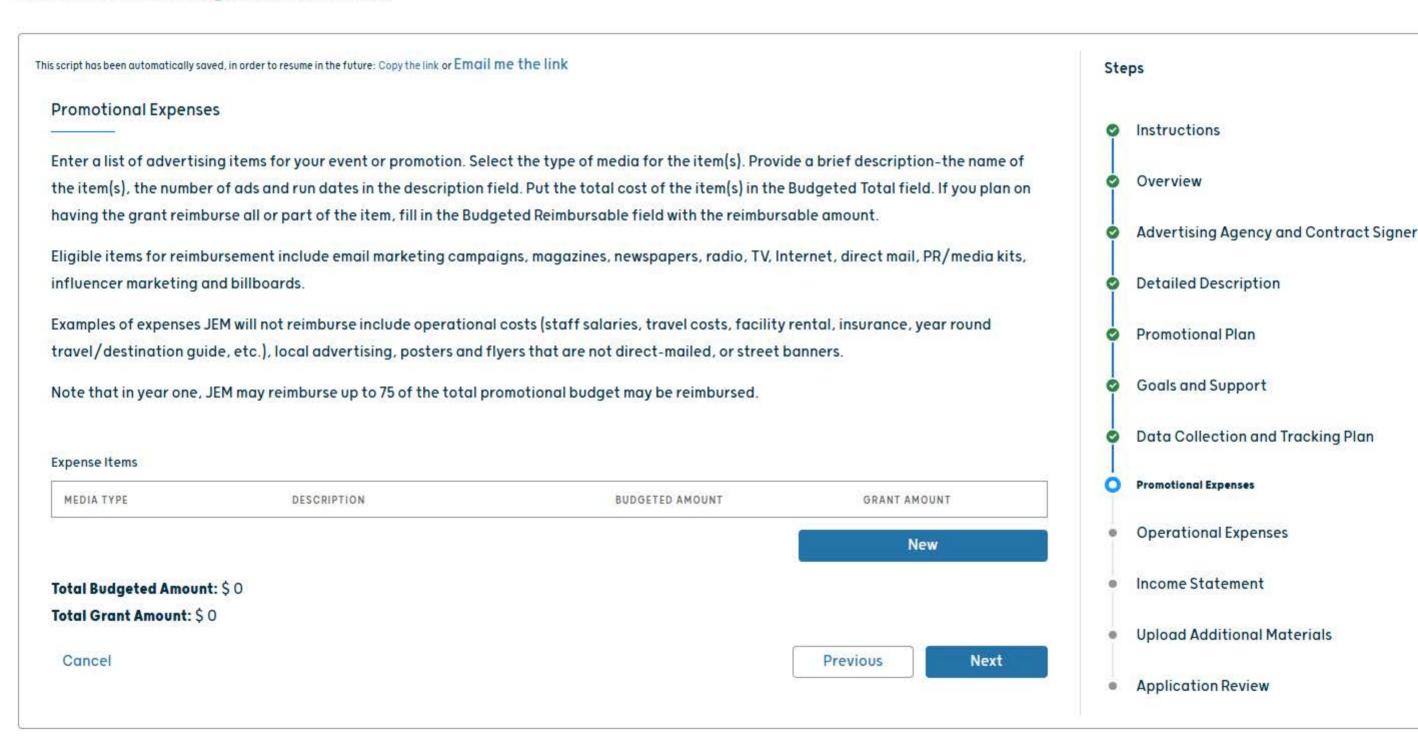
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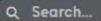




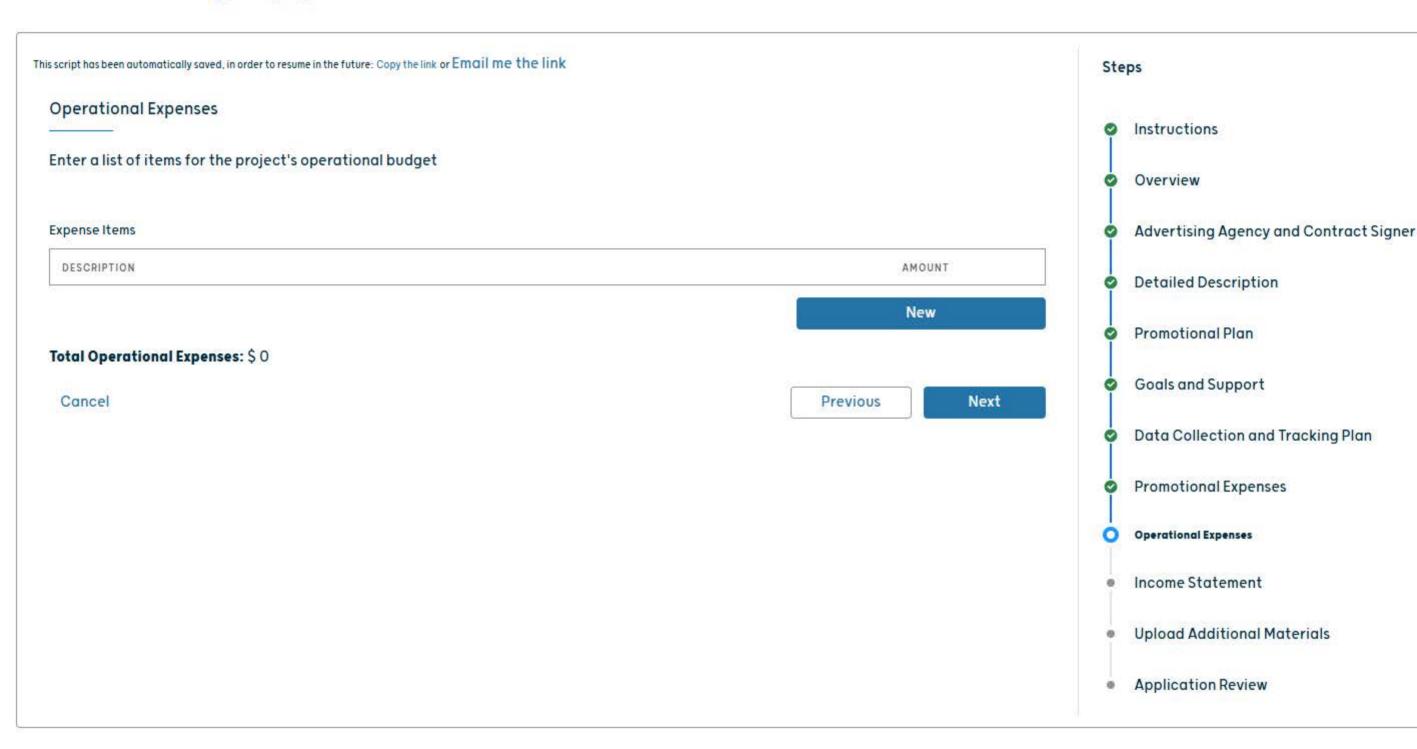
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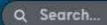




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Income Statement		Instructions	
Enter a zero if there is no cash balance fro the funds for the project can come from a	Overview		
the event. Events that are entirely "fundro	aisers" will not be eligible for JEM grant funding.	Advertising Agency and 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	
Cancel	Previous Next	 Upload Additional Materia 	ıls
		 Application Review 	



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