

GAIA Fishing & Hunting Guide Marketing Grant

Purpose: The purpose of this program is to provide Garrison area fishing and hunting guides assistance in advertising and marketing their business.

Eligible Entities: Any hunting or fishing guide who guides out of the Garrison area 10 or more times in a given year, and turns in a Fishing & Hunting Guest Survey for each group guided.

Maximum Grant: The maximum amount of reimbursement per guide application is up to 50% of the direct advertising/marketing costs - not to exceed \$250.00.

Grant Application: To be considered, a written application accompanied by a description of the advertising/marketing campaign shall be submitted to the GAIA Board of Directors. *This is in addition to the completed Fishing & Hunting Guest Surveys.*

Eligible Expenses: Any print (newspapers, posters or flyers), television and radio advertising, printing of business cards, costs for website creation/development, and social media marketing. Marketing must include your business's fishing and hunting guide offerings in Garrison. GAIA promotes the use of local businesses whenever possible and receipts from these businesses will take precedence over those from outside of the area.

Grant Approvals: Approvals will only be granted for requests made *prior* to the beginning of any advertising/marketing campaign. All approvals are subject to funds being available for this program. Awarded grants are limited to one per guide business per year. Special grant terms may be available on a case-by-case basis. Projects will be individually reviewed for acceptability by the GAIA Board of Directors before approval.

Payment of Funds: Payment of funds will be made upon delivery of paid advertising or marketing receipts on approved projects.

APPLICATION PROCESS

- ◆ All applicants must submit an application form - a brief synopsis of the advertising/marketing plan should also be attached. Further supporting information may be requested by the Board of Directors. Application forms are available at the GAIA office.
- ◆ Applications must submit 10 or more Fishing & Hunting Guest Surveys for groups guided in the Garrison area.
- ◆ Applicants will be notified by the GAIA office as to board decisions within one week of review.