

<b>FOR OFFICE USE ONLY</b>
Date Received _____
Sector _____
Board action _____
Reimbursement _____



P. O. Box 561 • Montrose, Colorado 81402 • (970) 249-6360 • Fax (970) 252-8066 • www.montrosemama.org

***As the resource for Montrose Area Merchants, the MAMA mission is to promote the Montrose trade area with the goal of increasing sales revenues.***

**2009 MERCHANT ADVERTISING SUPPORT APPLICATION**

The parameters for MAMA's advertising support program for merchants are as follows:

- Advertising projects must benefit a minimum of three retailers – a single project might promote three or more coffee shops, three or more downtown businesses, or three or more businesses that are doing a special "tax free" day, etc.
- \$750.00 maximum funding per request and limited to two projects annually per merchant.
- requests for funding must be in writing, outline type of advertising, and list the participating retailers, total project cost, and date.
- funding will be a 50/50 advertising match with merchants and can be used for television, print, radio, direct mail, newspaper insert, billboards, airports, coupon book, and non-traditional advertising.
- funding will be issued as a reimbursement in a single check payable to the coordinating merchant/applicant after presentation of paid receipt(s) and a brief recap of the advertising results.
- requests for funding need to be submitted 30 days prior to advertising date.

Total advertising project cost: \$ \_\_\_\_\_ Requested support amount: \$ \_\_\_\_\_

Project date: \_\_\_\_\_ Participating retailers: \_\_\_\_\_

Outline the type of advertising project: \_\_\_\_\_

Briefly explain the goals of the project: \_\_\_\_\_

How will the results be measured: \_\_\_\_\_

Coordinator/contact person: \_\_\_\_\_ Business: \_\_\_\_\_ Phone: \_\_\_\_\_

Please call our office with any questions. Submit completed advertising support requests to:

Montrose Area Merchants Association, Inc.  
 1500 East Oak Grove Road, Suite 202, P. O. Box 561, Montrose, CO 81402  
 fax: (970) 252-8066