



## **Advertising Co-Branding Grants Application**

The Hartland: Friendly by Nature brand is a collaborative effort between the Hartland Area Chamber of Commerce, Hartland Consolidated Schools, Hartland Township and Cromaine District Library. The logo and tagline are the result of focus groups and surveys that asked our residents and businesses what makes Hartland special.

The advertising grants are made available to further promote this brand by providing financial assistance to businesses that utilize the brand in their efforts. Eight \$250 awards are available and the brand manager reserves the right to combine awards at his/her discretion.

Grant awards are at the sole discretion of the brand manager and are not awarded until airing/publication/distribution of the advertising. The grant applications are available for billboard, print, radio and television advertising as well as direct mail. Ad comps, storyboards (television) or scripts (radio) are required to be submitted with the application as well as a copy of the ad buy, including frequency and duration. For print advertising, the logo and tagline must appear in the ad with sufficient clear space. For radio advertising, a five second voiceover must be included at the end of the ad. For television advertising, the logo and tagline along with a five second voiceover must be included at the end of the ad.

Please submit the completed application and accompanying support documents to Hartland Township Communications Director Colleen Rosso at [crosso@hartlandtwp.com](mailto:crosso@hartlandtwp.com).

Contact person

Company name

Company address

Company website

Form of advertising

Advertising vendor

Campaign duration (dates)

Measurement method

Other information that you would like considered: