

# DOVER ADVERTISING SUPPORT PROGRAM

## DASP

EFFECTIVE JULY 1, 2016

### Introduction

The Dover Advertising Support Program is an initiative designed to leverage private investment in advertising, with the goal of increasing business in Dover. The program is funded annually through an appropriation of local option sales tax revenue and distributed quarterly on a first come, first served basis to applicants that meet the eligibility requirements, fulfill the program guidelines, and support the goals of the program.

### Goal

Dover Advertising Support Program is intended to assist organizations and businesses with the cost of national, regional and/or local advertising campaigns that hold promise of promoting increased business in Dover. Beyond the basic requirements of the program, projects with a larger scope are preferred to those with a smaller scope and, partnerships are also encouraged.

### Eligibility

- A. Any organization meeting the following requirements may apply for a DASP support:
  - i. Must be legally doing business in Dover, Vermont
  - ii. Must be profit seeking (Non-profit organization requests will be considered on a case by case basis)
  - iii. Multi related businesses are considered as one business.
    - Ex.: A business operates an inn, a restaurant and a deli in three different locations that are all related.
- B. Organizations not eligible organizations for DASP funding include:
  - i. Organizations that discriminate because of race, color, creed, gender, national origin or limited participation.
  - ii. Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation
  - iii. Fraternal organizations, churches or church-related groups with proposals that promote religion or an individual doctrine

### Advertising Projects

- Any organization meeting the following requirements may apply for a DASP support:
- i. Advertising campaigns that are consistent with DASP goals
  - ii. Participant must spend \$500 - \$6,000
  - iii. Reimbursement percentages
    - a. Advertising campaigns that are eligible for a reimbursement of 50% must be totally digital
    - b. Advertising campaigns that are eligible for a reimbursement of 40% are all others
    - c. Advertising campaigns that are combinations must be defined separately
  - iv. The town reserves the right to deny any requests that involve objectionable or inappropriate messaging.

### Uses of Funds

DASP support is to be used exclusively for the **direct cost** of advertising specifically designed to increase business in Dover. Advertisements in southern Vermont are eligible and will be accepted, but digital, regional and/or national advertising campaigns are encouraged. Examples of advertising campaigns include but are not limited to:

- i. Newspaper, magazine and other print media advertisements
- ii. Radio and television advertisements
- iii. Google AdWords
- iv. Trade show fees

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DASP funds may **not** be used to pay for salaries, dues, employee benefits, equipment purchases, rent, shipping, insurance, travel and entertainment, administrative or fixed overhead expenses of running an organization, such as routine expense of operating or maintaining a website.

### Application Guidelines

- No applications are needed. Simply meet the eligibility and Advertising Projects' requirements and provide a copy of the ad within the current fiscal year showing the town logo and a paid invoice. Awards are based on funding availability .

### Recognition

- A. Recognition of the Town of Dover is essential for all funded projects:
  - i. Advertisements **MUST** include the Town of Dover logo
  - ii. Dover Town Logo is available on the website at <http://www.doververmont.com/marketing>.
  - iii. A black and white version of the logo is available upon request.
    - The logo may be placed on the landing page, when using digital campaigns.
- B. All radio and TV, etc advertisements must also include the recognition statement, **Sponsored in part by the Town of Dover**.
- C. The advertising must occur in the fiscal year of the program and is available on a first come, first served basis.
- D. Any ad that spans the fiscal year of the program will be reimbursed on a pro rated basis.

### Reimbursement

- A. To receive reimbursement, please submit the following:
  - i. Copy of advertising material with publication with date and logo clearly visible.
  - ii. Copy of paid invoice.
  - iii. Online campaigns should include number of clicks, impressions, etc.
- B. Support documents must be received within two months of the end of the fiscal year in which the ad occurred.
  - i. It is the responsibility of the applicant to submit all materials in the allotted time.
  - ii. Failure to submit supporting documentation will result in forfeiture of funds.
- C. Payment will be issued no more than 90 days after copies of paid invoices and advertising are submitted.