



Putting Native Business First.

# Buy Native



[www.mniba.org](http://www.mniba.org)

## THE MINNESOTA INDIAN BUSINESS ALLIANCE (MNIBA) “BUY NATIVE” CROSS-PROMOTION MARKETING GRANT

To celebrate the launch of MNIBA’s statewide “Buy Native” campaign, MNIBA is offering six cross-promotion micro-grants to native businesses and artisans. The grant is a **one-time award** and does not require the award recipients to match or pay back any portion of the awarded funds.

The purpose of MNIBA's "Buy Native" cross-promotion marketing grant is to support the growth of native business by bringing native businesses and artisans together to create an opportunity to expand into new markets, launch a new product or service, create an online presence, and much more.

MNIBA will be providing two \$500 and four \$1,000 micro-grants per cross-promotion project to qualifying businesses. Grant applications will be reviewed by MNIBA and their partners. The recipient(s) of each grant and the amount of each award will be determined at the sole discretion of MNIBA and grant awards will be announced on or before October 15, 2018.

### GRANT APPLICATION GUIDELINES

**Application Deadline:** September 15 – 30, 2018

#### **Grant Criteria:**

- This grant award is exclusively available to tribal member owned-businesses and/or artisans living in Minnesota.
- Three or more native entrepreneurs, artisans, or small businesses come together with the purpose of cross-promoting their products and/or services.
- Applications must name of all applicants, their contact information and tribal affiliation. The application must be signed by each applicant and include a detailed narrative and budget.
- MNIBA requires that awardees purchase from native owned businesses and designers. MNIBA can provide a list of native owned printers, graphic designers and native businesses that offer promotional items.
- Applicant groups must submit their idea and a detailed budget with the application.

- The grant award and services may not be assigned or used for purposes other than the approved project(s).
- Personal information contained in all submissions is confidential.
- Award recipients must sign a media release with MNIBA for use in promotional material.
- All grantees must be willing to participate in a featured entrepreneurial highlight with MNIBA regarding their award and the “Buy Native” campaign.

**Fund use:**

- The following types of projects may be eligible for the grant, but not limited to: Branding (Logo, Taglines, brochure, etc.), Graphic Design, Communication and Marketing Plans, Ads, Print Materials, Signage and Promotional Merchandise.
- MNIBA will pay the vendors directly upon receipt of invoice for the services provided to the awardee groups.

***Examples of cross-promotional marketing can include:***

- A food entrepreneur connects with a basket maker and a native artisan to create a gift basket with their collective products and logos for distribution and marketing.
- A group of artisans and entrepreneurs want to design a logo and tag for a Buy Local campaign on their reservation.
- A web developer or tech savvy entrepreneur connects with a graphic designer or social media specialist to cross-promote to reach a larger audience for their products and services.
- A group of artisans work together to cross-promote through advertising or a social media campaign.
- A coffee shop connects with a local café, a caterer and food truck to cross promote through the purchase of preprinted cups with their logos and business names.

**Award Notification:**

- October 15-25, 2018
- Funding award must be spent on or before December 15, 2018. Any funds awarded not spent by December 15, 2018 will be returned to MNIBA.

# GRANT APPLICATION

## Cross-Promotion Team Contact Information:

Name:		
Address:		
City:	State:	Zip code:
Tribal Affiliation:		
Phone:	Email:	
Type of Business:		
What stage of development is your business in?	Start-up	Existing
Is your business reservation based?		

Name:		
Address:		
City:	State:	Zip code:
Tribal Affiliation:		
Phone:	Email:	
Type of Business:		
What stage of development is your business in?	Start-up	Existing
Is your business reservation based?		

Name:		
Address:		
City:	State:	Zip code:
Tribal Affiliation:		
Phone:	Email:	
Type of Business:		
What stage of development is your business in?	Start-up	Existing
Is your business reservation based?		

Name:		
Address:		
City:	State:	Zip code:
Tribal Affiliation:		
Phone:	Email:	
Type of Business:		
What stage of development is your business in?	Start-up	Existing
Is your business reservation based?		

If you have more people working together, please add their names and contact information on a separate piece of paper.

**What is your cross-promotion marketing idea?**

**How do you plan to work together?**

**What amount of funding are you requesting? (\$500-\$1,000 limit). Please provide a cost breakdown and/or attach a budget.**

**How will your collaboration encourage the “Buy Native” campaign? How can you show the impact of your cross-promotion effort?**

### **Applicant's Acknowledgement**

We certify that everything stated in this application and accompanying attachments is correct.

By signing below, we agree to the terms of the grant.

Applicant Signature	Date
Applicant Signature	Date
Applicant Signature	Date
Applicant Signature	Date
Applicant Signature	Date
Applicant Signature	Date

Please return the completed application with attached documentation to MNIBA no later than September 30, 2018. Applications can be submitted electronically by email or by mail.

Email: [info@mniba.org](mailto:info@mniba.org)

Mailing Address: P.O. Box 1902, Detroit Lakes, MN 56502