



MAKE MINE MISSISSIPPI

COOPERATIVE PROMOTIONS FUND

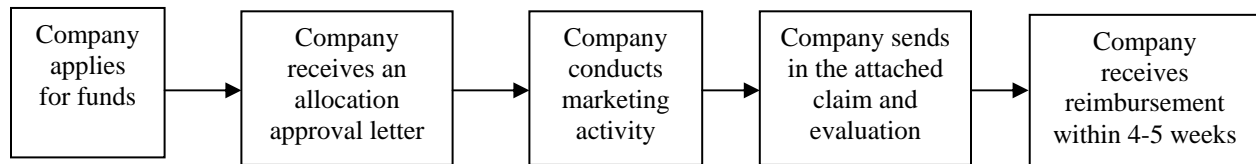
OVERVIEW

Introduction

The Cooperative Promotions Fund is designed to assist qualified members of the *Make Mine Mississippi* Program with marketing and promotional efforts. This is a matching funds reimbursement program, which means that fifty percent of the costs of an eligible marketing activity is shared with a company, up to a predetermined spending cap. A Company is reimbursed **AFTER** the activity takes place.

The goal of the program is to assist Mississippi companies in a vital and effective way: through providing financial assistance for marketing. This creates sales, which means new jobs for Mississippians. The program is simple and straightforward, but for obvious reasons there is a system of checks and balances built in. This program is strictly for companies that have products that are at least 51% produced, grown, or manufactured in Mississippi. Please note **Make Mine Mississippi member companies do not automatically qualify for funding.**

Process



Application Process

Although every member of the *Make Mine Mississippi* program deserves assistance in marketing, the current budget does not allow it. Therefore, a committee will carefully review each application and allocate funds according to 1) quality of application, 2) product category, and 3) availability of funds. **Careful completion of the application is strongly recommended. Your application must include 1) the application form, 2) the guidelines form (signed and dated), 3) a W-9 form, and 4) minority vendor self certification form.** Please call our staff if assistance is needed in preparing your application.

Funding Level

The total funding level for this program derives from appropriations from the Legislature and is subject to change from year to year. We make every attempt to fund as many companies as possible. If additional funds become available during the year, funds will be reallocated to participating companies. Hopefully, the program will receive additional funding each year, and as the level grows, the cap for each company may grow, or more companies can participate.



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Eligible Companies

Not all *Make Mine Mississippi* members automatically qualify to receive an allocation from the Cooperative Promotions Fund. Government agencies, retailers, media companies/advertisers, and service companies cannot be considered for this program. If you require clarification on whether or not your company or product is eligible, please contact the Market Development Division at (601) 359-1159.

Reimbursement Procedure

In order to receive funds, a Company must first complete and submit the application to the address on the next page. The application packet consists of **the application form, the guideline form, the W-9 form and the minority vendor self certification form.** Applications will be processed every 30 days. If your Company receives an award/allocation, you may then conduct the activities for which you have applied. The Mississippi Department of Agriculture and Commerce cannot pay for marketing activities taking place before the date of approval/allocation. After Company funds have been spent, you may send in a claim to the Marketing Division, using the claim form provided. **The evaluation and the proper documentation to provide proof of activity must accompany the claim.** THE DEADLINE FOR RECEIPT OF CLAIMS IS JUNE 30, 2011. EVERY EFFORT WILL BE MADE TO REIMBURSE COMPANIES WITHIN 4-5 WEEKS OF RECEIPT OF THE CLAIM.

The following is an example of materials that must accompany each claim for reimbursement:

Trade Show: 1) picture of booth space with *Make Mine Mississippi* logo displayed prominently, 2) invoice from show organizer for cost of booth space, 3) copy of cancelled check for payment of booth space, 4) completed claim form, and 5) completed evaluation.

Eligible and Ineligible Expenses

Eligible:

Trade Show booth space
Professionally produced displays
Ad in Show directory
Printing of Brochure/Flyers (professionally)
Magazine ads
Newspaper ads
Trade Publication ads
Television ads
Radio ads
Internet Banner ads
Printing of *Make Mine Mississippi* labels or packaging

Ineligible:

Travel
Samples
Promotional items
Postage, shipping or freight
Design, set-up, and consulting fees
Salaries and administrative costs
Phone and fax expenses
Slotting fees
Products less than 51% Miss. made
Web-site hosting

All eligible expenses MUST have the *Make Mine Mississippi* logo professionally incorporated into the approved marketing activity.

***** Other Expenses***** If you have a specific request that does not fit into either eligible or ineligible activities, please make a request for clarification in writing.

FY-2011



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The Market Development Division, as part of the Mississippi Department of Agriculture and Commerce, does not discriminate based on race, color, national origin, sex, religion, age, disability, creed, political affiliation or marital status.

Contact Information:

Market Development Division
Mississippi Department of Agriculture and Commerce
P. O. Box 1609
Jackson, MS 39215-1609

Telephone: (601) 359-1159 or (601) 359-1118

Fax: (601) 354-6001

Web site: [http:// www.makeminemississippi.com](http://www.makeminemississippi.com)



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APPLICATION

Application must be typed or printed in black ink.

Contact Information:

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Website/Internet Address: _____

Email Address: _____

Would you like to hyperlink your site from the MS Dept. of Agriculture site (Y/N)? _____

Company Information:

Number of Employees: 1-10 11-50 51-100 101-300 301 – 500 501 – 1000
 1001- 1500 1501-2000 > 2000 EXACT # _____

Gross Sales: 0-\$50,000/year \$50,001~\$100,000/year \$100,001~\$200,000/year
 \$200,001~\$500,000/year \$500,001~\$700,000/year \$700,001~\$1 million/year
 \$1 million ~ \$ 5 million/year \$ 5 million ~ 10 million/ year >\$10 million/year

Current Markets (check all that apply):

Mississippi Mid – South United States International*

Amount Budgeted for Marketing Activities:

\$1 – \$5,000 \$5,001 – \$10,000 \$10,001 – \$25,000 > \$25,000

List Product(s): _____



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*Would you be interested in receiving information about upcoming International Trade Show activities relevant to your product? YES or NO _____

What percentage of your products are (at least) 51% Mississippi grown, processed, or manufactured? _____%

What percentage of your products are raw materials produced in Mississippi? _____%

Application for Funds:

- 1) Requested state funding amount: _____ . **Current maximum amount is \$2,000.**

- 2) For what marketing activity do you plan to use the funds? Include date of activity

- 3) Because you are submitting this application, it is expected that you have read the packet and are aware of all rules, regulations, and changes set forth. Have you read the packet completely? YES or NO _____

- 4) Do you plan to use the *Make Mine Mississippi* logo on product or packaging? YES or NO _____

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For Office Use Only

Activity Number: _____ **Received:** _____ **Notified:** _____ **Allocation:** _____

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GUIDELINES

In order to receive assistance from the *Make Mine Mississippi* Cooperative Promotions Fund; a company must comply with the following guidelines. **After reading the guidelines, provide your signature and date at the bottom of the page, indicating you understand and agree to these guidelines.**

1. The Company must be an active member of the *Make Mine Mississippi* program, and as such, product(s) must be at least 51% manufactured, processed, and/or grown in Mississippi.
2. **Company must apply for funds and receive approval for activities before conducting the activities. No exceptions!**
3. All companies using *Make Mine Mississippi* funding for trade show booths shall have the *Make Mine Mississippi* logo clearly identifiable on the booth display during the entire activity. Proof will be required (see Number 7 below).
4. In addition to the use of the logo mentioned above, *Make Mine Mississippi* funds may be used to incorporate the *Make Mine Mississippi* logo into a Company label and/or packaging.
5. Funds may only be used for eligible expenses by eligible companies **(not all *Make Mine Mississippi* companies are automatically eligible for funding).**
6. If a company uses the funds for a display, the display shall have the *Make Mine Mississippi* logo permanently incorporated into the display, and a professional display company must perform the work.
7. Each company must completely fill out, and return an evaluation form and a claim form provided in this packet. This must be accompanied by proof that the activity took place. **(Each claim must be accompanied by an invoice, proof of payment, and proof of the activity (photograph of booth space with logo, label with logo, etc...)** Reimbursement cannot take place until the claim and evaluation are properly completed and received by the Market Development Division.
8. This is a "matching funds reimbursement" program, which means that the Company must match the funding level of the Mississippi Department of Agriculture and Commerce. For example, a Company must spend \$1,000.00 to receive a \$500.00 reimbursement.

I have read the guidelines for use of the *Make Mine Mississippi* Cooperative Funds and fully agree to comply with all rules and regulations of the program. I also acknowledge that a violation of Miss. Code Ann. §69-45-1, et. Seq., and the rules and regulations promulgated thereunder are unlawful and legal action may result for such violation.

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

PLEASE RETURN TO:
MARKET DEVELOPMENT DIVISION
MISSISSIPPI DEPARTMENT OF AGRICULTURE & COMMERCE
POST OFFICE BOX 1609
JACKSON, MS 39215-1609
Fax: 601-354-6001



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EVALUATION

Thank you for your support and participation in the *Make Mine Mississippi* program. If you like the job we're doing, please tell others about this program and the impact it has made! In order to determine the effectiveness of this program, please take a minute to fill out and return this brief evaluation.

1. Company: _____
2. Contact Name & Title: _____
3. Telephone: _____
4. Our company would like to see more funds available for (*check all that apply*):

Trade Show

- Booth space
- Display
- Show Directory ad
- Printing of Brochure/Flyers
- Label/packaging printing

Advertising

- Radio ads
- Television ads
- Magazine ads
- Newspaper ads
- Trade publication ads
- Internet banner ads

5. Which trade show(s) attended? _____

6. Please estimate total sales \$ as a result of your marketing activity: \$ _____
7. Please estimate the total number of jobs created or saved over the past year: _____
8. Please check to renew your free membership in the *Make Mine Mississippi* program.
9. Would you please make a statement on how this program has affected your company? _____

10. Would you like to see more advertising of the *Make Mine Mississippi* program?
 Yes No Unsure

***Additional comments or questions should be directed to the address below.
Thank you for your support!***

**PLEASE RETURN TO:
MARKET DEVELOPMENT DIVISION
MISSISSIPPI DEPARTMENT OF AGRICULTURE & COMMERCE
POST OFFICE BOX 1609
JACKSON, MS 39215-1609
Fax: 601-354-6001**



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CLAIM FORM

Company: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Activity Description:

Expense:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Total Amount of Expenses: _____

Total Amount of Claim (Expenses ÷ 2): _____

Amount of Allocation (*office use only*):

Check-List

- Did you include an invoice and proof of payment for each activity?**
- Did you enclose a photograph of your booth space with *Make Mine Mississippi* signage or a sample of the marketing activity you are claiming?**
- Did you fill out and include the evaluation?**

I hereby certify that the enclosed information is true and correct:

Signed: _____ **Date:** _____

<p><i>Please return to:</i> MARKET DEVELOPMENT DIVISION MISSISSIPPI DEPARTMENT OF AGRICULTURE & COMMERCE POST OFFICE BOX 1609 JACKSON, MS 39215-1609</p>	<p>For Office Use</p> <p>Approved _____</p> <p>Original Allocation ____ Amount _____</p> <p>Reallocation ____ Amount _____</p> <p>Date _____</p>
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