

MEDIA PRODUCTION PROPOSAL CHECKLIST

Complete proposals will include detailed information about the applicant and funding request, a proposal narrative, a budget, and other required forms and attachments. Incomplete proposals will not be considered for funding. It is recommended that you use the checklist below to assemble all the required components of your proposal before you begin. All proposals must be submitted online.

APPLICANT INFORMATION

- ☐ Name and title of the contact person for your proposal.
- ☐ Information (physical address, email address, and phone number) for the contact person for your proposal.
- ☐ Name of the organization supporting the proposal.
- ☐ Information (physical address, website, and social media accounts) for the organization supporting the proposal.
- ☐ Nonprofit status of the organization supporting the proposal.

PROPOSED MEDIA PRODUCTION INFORMATION

- ☐ Proposed media project details (media project name, format).
- ☐ Narrative description of the proposed media production project that includes.
 - A statement of the project's mission or purpose.
 - A description of how the completed media product will foster a more diverse, equitable, and inclusive craft beer community.
 - A description of the target audience for the media product.
- ☐ Evidence supporting ability to successfully produce the proposed media.
- ☐ Evidence of a market/need for the proposed media production.
- ☐ A marketing/distribution plan

FUNDING REQUEST INFORMATION

- ☐ Description of the anticipated impact of the award on the proposed event, project, or initiative.
- ☐ Requested funding amount (requests may not exceed 25 percent of the proposed budget and may be awarded up to \$5,000).
- ☐ Proposed event budget.