

GLATA COMMUNICATIONS Grant

I. LETTER OF APPLICATION

The application will be made in letter form on letterhead from the state athletic training organization.

- A. Letter of application will come from the GLATA State Representative to the G.L.A.T.A. Communications Committee Chair.
- B. The application letter will include the following information:
 - 1. The amount being requested. Each state may apply annually for funds up to a maximum of \$1,000 per state (\$6,000 maximum budget commitment). A state organization may present more than one project in a year's cycle, although one project per year is preferred. The maximum annual Communications Grant funds available to an individual state is one thousand dollars (\$1,000).
 - 2. Identify the project. The Grant must be used to establish, develop or enhance an individual states communications effort. Examples of areas of potential utilization - state Newsletter, state Webpage, state Memorial Recognition or a specific state Public Relations project. These funds may also be used for a National Athletic Training Month GLATA group project, but all applications must be made by each participating state.
 - 3. All applications must contain a proposal for funds, timeline, justification of need and a financial plan.
 - 4. If a project is planned in January or February, prior to the presentation of the recipients at the Winter Meeting, the project may be submitted in the prior cycle, ten to twelve months prior to the projects completion, to allow the state organization to have available the needed financial resources.
 - 5. Upon completion of the project, a summary with results must be presented to the Communications Committee. Should a state not provide the required information, the balance of the Grant will be deducted from any Annual Revenue Allocation until the requirements are fulfilled or the debt is repaid. No state is required to request these funds.

II. DEADLINES

- A. One (1) copy of application package due to Communications Committee Chair no later than November 1 for presentation at the following March Winter Meeting during the GLATA Business Meeting.

III. EVALUATION PROCESS

Letters of Application that have been submitted by November 1 to the Communications Chair will be evaluated by the entire Communications Committee. Proposals that are deemed to have the most positive impact on the communications effort(s) in for specific state by the Communications Committee, will be recommended for approval by the GLATA Executive Council. The approval will be given on the November conference call.

IV. AMOUNT

- A. Communications Grants shall be in the maximum amount of one thousand (\$1,000) dollars per state (six thousand \$6,000 dollars total GLATA annual commitment). If a state does not apply for or use the entire allocated funds, no other state may exceed their one thousand dollars in funding. The money for the Communications Grant will come from the General Operating Account and is subject to the rules and regulations adopted by the Executive Council for the management of these funds.
- B. All Grants must be approved by a vote of the GLATA Executive Council at the GLATA Fall Executive Council Meeting.
- C. States may apply for this grant or a portion of the grant. Receipts for expenses incurred must be presented, the total of which shall not exceed one thousand (\$1,000.00) dollars annually.
- D. The GLATA Communications Grant is available annually. It is budgeted annually. If funds are not requested, they cannot be held over or accumulated to provide a Grant larger than one thousand dollars (\$1,000) per calendar year.

IV. REQUIREMENTS

- A. Any oral reference to this project must be identified as being “sponsored by the GLATA.”
- B. The above notation or GLATA Communications Grant must accompany all references to this activity in all publications (brochures, flyers, ads, etc.).

V. REVIEW OF COMMUNICATIONS GRANT AWARDS

- A. Each state will submit proof of presentation of the Communications

project prior to the anniversary date of the Grant.

- B. Copies of any brochures, flyers, ads, etc. must also accompany the annual report.
- C. Should a state organization fail to follow the presentation application, a second letter of explanation must be provided to the Communications Committee.
- D. If, for any reason, a state organization does not adhere to the adopted procedures, the amount of the GLATA Communications Grant funding will be deducted from the specific states Annual Allocation.
- E. All correspondence should be directed to the GLATA Communications Chair.