

GLATA Marketing Grant

- A. Letter of Application – The application will be made in letterform on letterhead from the state athletic training association/society.
 - a. Letter of application will come from the GLATA PR State Representative to the GLATA PR Director with a copy to the Treasurer.
 - b. The application letter will include the following information:
 - The amount being requested. Each state may apply for funds up to a maximum of \$1,000 per state. A state may request funds for any project that promotes or markets the athletic training profession.
 - Identify the project. The grant must be used to promote the athletic training profession. All applications must contain a proposal for funds, timeline, justification or need, and financial plan.
 - The project(s) must take place during the current fiscal budget year (January to November). Monies available may not be cumulative from year to year.
 - c. Upon completion of the project, a summary with results must be presented to the PR Director.
 - d. No state is required to request these funds.
- B. Deadlines
 - a. One copy of application letter due to PR Director, with a copy to the Treasurer, no later than August 15.
- C. Evaluation Process
 - a. The PR Director will evaluate letters of application that have been submitted. The PR Director will approve proposals that are deemed to have positive impact on our marketing efforts prior to the fall meeting of the GLATA Finance Committee.
- D. Amount
 - a. GLATA Marketing Grants shall be in the maximum amount of one-thousand (\$1,000) dollars per state (\$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 grant will come from the PR Committee's yearly budgeted funds 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 on the GLATA Executive Board and Council November Conference Call.
 - c. States may apply for the grant or a portion of the grant. All receipts for expenses incurred during the year along with a completed request for check/payment form must be presented to

the GLATA treasurer by December 1 in order to receive payment.

- d. Leftover grant monies may not be used for anything other than the original intention of the grant as stated in the original grant application.

E. Requirements

- a. Any oral references to this project must be identified as being “*sponsored by the GLATA.*”

F. Review of GLATA Marketing Grant Usage

- a. Each state will submit proof of presentation of the grant monies by December 1 with a copy of the receipt(s) to the GLATA Treasurer along with a GLATA request of check form. The GLATA Treasurer will send a check to the state association by December 31.
- b. If, for any reason, a state organization does not adhere to the adopted procedures, the amount of the grant funding will be deducted from the specific states annual allocation.
- c. All correspondence should be directed to the GLATA PR Director.

GLATA MARKETING GRANT SUMMARY

Submit to:	PR Director, w/copy to Treasurer
Due Date:	August 15
Amount:	\$1,000.00/state
1 st Approval:	Finance Committee (October)
2 nd Approval:	November Conference Call
Receipts Due:	December 1
Receipts Submitted To:	GLATA Treasurer
Reimbursement:	December 31
Available:	Annually