

Program Description

Axon Design & Marketing's Grant Program is structured to give back to the community while helping non-profit organizations better understand the influence a quality design and marketing program can be in achieving their mission. Axon Design & Marketing has pledged to donate \$5000 worth of services to one non-profit organization per quarter per year.

Application

Applications are accepted starting **February 1, 2008** and will be considered quarterly for the calendar year. Deadlines for applications are March 15, June 15, September 15, and January 15, 2009. Winning organizations will be notified by the first of the following month.

Grant applicants must be willing to sign a letter of agreement, sign-off and estimate forms. These forms and procedures protect Axon Design & Marketing from being responsible for any damages or costs associated with copyright infringement for client-supplied materials, typos or omissions.

Grant applicants also must be willing to allow Axon Design & Marketing to use their name and logo in association with promotional materials and press releases designed and written for the Grant Program.

All work must be completed no later than January 15, 2009, or by a mutually agreeable schedule. Grant work not completed by January 15, 2009 is forfeit unless otherwise stated in writing.

Axon Design & Marketing reserves the right to withdraw from the agreement at any time and for any reason, and cannot be held responsible for work not completed by January 15, 2009.

Axon Design & Marketing maintains the copyrights to any material produced through the grant program unless assigned, in writing, to another party.

Scoring

Organizations applying for the Grant are strongly encouraged to demonstrate the following in their application:

- A clear understanding of the goals and objectives of the project they wish to complete
- A willingness to and experience with working with a design and marketing firm
- An understanding of the value a professional firm brings to the organization
- Demonstration of a realistic, well-planned project, schedule and workflow

Scoring of the proposals follows:

30% Project Definition

Describe the project in detail, including goals and objectives, proposed schedule, work plan and process

25% Demonstrated Value

What value will completion of this project bring to the organization

25% Previous Experience

What is the organizations' experience working with professional design and marketing firms

20% Sustainability

How the project will help the organization two years from now



Please complete and return to:

Axon Design & Marketing

c /o Kay Johnson

377 Fore Street 4th Floor

Portland, ME 04101

Email: kay@axondm.com Phone: (207) 749-3598

Date

Submitted by

Legal Name of organization

Address

Executive Director

Contact Person, Title

Phone Fax

Email Web Site

Board Member Names

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On a separate piece of paper, please describe the following:

1. A description of the organization including:

- The mission statement
- A description of the organization structure
- A brief history of the organization
- Proof of non-profit status

2. Experience of the organization working with other professional design and marketing firms.

3. A brief description of another project that employed a professional design, marketing or advertising firm.

4. A description of any ongoing or retainer relationship with an existing advertising or marketing design firm.

5. Description of the proposed project including:

- Project description
- Project goals and objectives
- Project team members and their roles
- Project time line and work plan
- Post project work plan (if applicable)
- Organization's budget for the project (if applicable)