

Often a company needs to make changes to the activity plan in its MAP Brand Promotion Program application after the signed program contract and administrative fees have been submitted. The amendment allows that flexibility and can be made anytime during the program year.

All amendment changes from your company's approved application/agreement need to be approved before incurring expenses related to promotional activities. If an amendment is not submitted in advance for approval, the promotional activity will **not** be eligible for reimbursement.

**Additional funds request:**

- Approval is based on availability of funds if you are requesting additional money. A company cannot request additional funding once it has reached the maximum amount allowed per program year.
- The company is required to pay the 6% administrative fee based on the additional budget request. The fee needs to be received by SUSTA to process the amendment.

***It is not required to complete an amendment to transfer funds among approved countries.***

An amendment needs to be signed and dated by Company upon submission.

COMPANY NAME:

**This amendment is to:** (Select all that applies)

- Add funds to approved application/agreement (complete Add MAP Brand funds table on next page(s))
- Add new brand and/or private label product
  - Complete below product table
  - Provide product packaging and/or labels for brand and/or private label name
  - Complete and attach brand owner permission form and/or private label agreement form if applicable
- Add a new country (complete and attach required marketing plan(s). A separate marketing plan is required for each country)
  - Country Marketing Plan, Foreign Market for promotional activities that take place in a foreign country
  - Country Marketing Plan - USA only for approved US trade shows that take place within the states
- Add an approved USA trade show that was not previously approved per the application/contract (complete Country Marketing Plan - USA)
- Add new importer/distributor to your previously approved country market (complete Importer/Distributor form)
- Transfer funds from an approved country to add a new country
  - Complete transfer from and to tables on next page(s)
  - Complete and attach required country marketing plan(s)
- Withdraw **completely** from MAP Brand Promotion Program

**COMPANY AUTHORIZED SIGNATURE:**

PRINT NAME:	TITLE:
DATE:	

**SUSTA USE ONLY**

APPROVED:	NOT APPROVED
BRANDED PROGRAM DIRECTOR SIGNATURE:	
DATE:	



COMPANY NAME: \_\_\_\_\_

## BUDGET SUMMARY

**Add MAP Brand funds** to previously approved application/contract (6% administrative fee required)

ADD MAP BRAND FUNDS	
COUNTRY MARKET	MAP BRAND FUNDS ADDED
	\$
	\$
	\$
	\$
	\$
<b>MAP BRAND BUDGET TOTAL</b>	<b>\$</b>

**Release of MAP Brand funds** from approved application/contract

RELEASE MAP BRAND FUNDS	
COUNTRY MARKET	MAP BRAND FUNDS RELEASED
	\$
	\$
	\$
	\$
	\$
<b>MAP BRAND BUDGET TOTAL</b>	<b>\$</b>

**Transfer MAP Brand funds**

Transfer MAP Brand funds **from** previously approved application/contract to transfer to new country market(s)

TRANSFER MAP BRAND FUNDS FROM	
COUNTRY MARKET	MAP BRAND FUNDS TRANSFERRED
	\$
	\$
	\$
	\$
	\$
<b>MAP BRAND BUDGET TOTAL</b>	<b>\$</b>

**Transfer MAP Brand funds**

Transfer MAP Brand funds **to add** new country (complete country market plan)

TRANSFER MAP BRAND FUNDS TO	
COUNTRY MARKET	MAP BRAND FUNDS TRANSFERRED
	\$
	\$
	\$
	\$
	\$
<b>MAP BRAND BUDGET TOTAL</b>	<b>\$</b>