

2016-17 Grant for Advertising Municipally-Approved Year-Round Collection Sites

Box 189 Edmonton AB T5J 2J1

1

Tel: 780-990-1111 Toll Free: 1-888-999-8762 Fax: 780-990-1122 Toll Free Fax: 1-866-990-1122 grants@albertarecycling.ca



2016-17 Grant for Advertising Municipally-Approved Year-Round Collection Sites

Alberta Recycling is pleased to release the 2016-17 grant application for advertising of municipally-approved year-round electronics, paint and tire collection sites (collection sites).

Municipalities are a key partner in these recycling programs. Over 140 registered collectors throughout the province manage a network of 450 sites, providing convenience and accessibility to Albertans who in turn have responded by bringing in millions of end-of-life computers, TVs, leftover paint and containers, and tires.

Alberta Recycling is offering funding assistance to advertise electronics, paint and tire collection sites that are open on a year-round basis to help make as many residents as possible aware of their local recycling opportunities. Funding is available on a "matching" basis with applicant contributions being matched to the maximum approved amount based on the population served.

It is important to note that the funding will be awarded on a first-come, first-serve basis as there is a fixed budget for this grant. Also, the advertising must be applied during this fiscal year, with the claims for reimbursement submitted by March 31, 2017.

In the following pages you will find the application, funding details, templates created specifically to advertise the sites, and instructions on how to use them.

If at any time you have questions about this opportunity please contact our Grants Administrator at grants@albertarecycling.ca or at 1-888-999-8762.

Thank you.

Brad Schultz Director of Operations



SECTION 'A': ELIGIBLE APPLICANTS AND DETAILS ON FUNDING

1. ELIGIBLE APPLICANTS

a) Registered collectors of electronics, paint, and tires.

2. OVERVIEW OF GRANT PROGRAM FUNDING (FUNDING)

a) Funding is available on a "matching" basis to a maximum reimbursement identified in the following table.

Population served	Maximum Annual Funding Available on a Matching Basis*
Small: up to 5,000	\$2,000
Medium: 5,001 to 10,000	\$5,000
Intermediate: 10,001 to 25,000	\$7,500
Large: 25,001 to 100,000	\$10,000
Metro Urban: over 100,000 (Edmonton and Calgary)	\$25,000

* For example, if your site qualifies in the small category, and your advertising expenditure totals \$4,000, you can claim the maximum of \$2,000. If however your advertising expenditure totals \$2,000, you are eligible to claim \$1,000 and so on.

- b) Funding will be awarded on a first-come, first-serve basis as there is a fixed budget for this grant.
 - i. A communications bulletin will be sent to all registered collectors, informing you if the budget is expended prior to the end of the 2016-17 fiscal year.
- c) For the application a quote (or quotes depending on the scope of your advertising) is required from your selected vendors for the advertising option/s you have chosen.

3. ELIGIBLE ADVERTISING OPTIONS

- a) Advertising templates created by Alberta Recycling
 - i. Ad templates will be provided, upon approval of your application, in PDF and eps file formats for various presentations including:
 - newspapers, flyers, posters, doorknob hangers, inserts in utility bills
 - signs for bus stops, bill boards, banners
 - online (note: we are in the process of developing banners. Please indicate on your application if you are interested in receiving this material when it is ready.)
- b) If you choose to design your own ad instead of using the template, the funding is adapted as follows (approval of the redesigned ad material is required prior to implementation):
 - i. 100% funding if the content is predominantly the same as Alberta Recycling's advertising template (including our logo) but the design is different.
 - i. 50% funding if the collection site information (including our logo) is 'blended' in with other messaging e.g. also accepting yard waste, cardboard, glass, plastic.



- c) Radio 'Donut'
 - i. A pre-recorded message is available that includes a blank spot to insert your site location details.
 - ii. Funding for this item includes the cost of inserting your site details and purchasing air time.
- d) If you have any other promotional ideas not covered herein, please contact us to review your options prior to implementation.

4. ELIGIBLE ADVERTISING EXPENSES

- i. Professional formatting of ad for print applications, signage, and online applications etc. if you do not have the requisite software to do this in-house.
- ii. Purchase of ad space
- iii. Printing of flyers, posters etc.
- iv. Radio donut
 - recording your site information
 - purchase of air time
- v. 'Other' as pre-approved by Alberta Recycling

5. INELIGIBLE ADVERTISING EXPENSES

- If the ad does not reference any of the program materials collected by your site electronics, paint or tires. Alberta Recycling's logo must also be present within all ad material
- **X** Round-up advertising (available under a separate program)
- **X** Expenses prior to approval of application

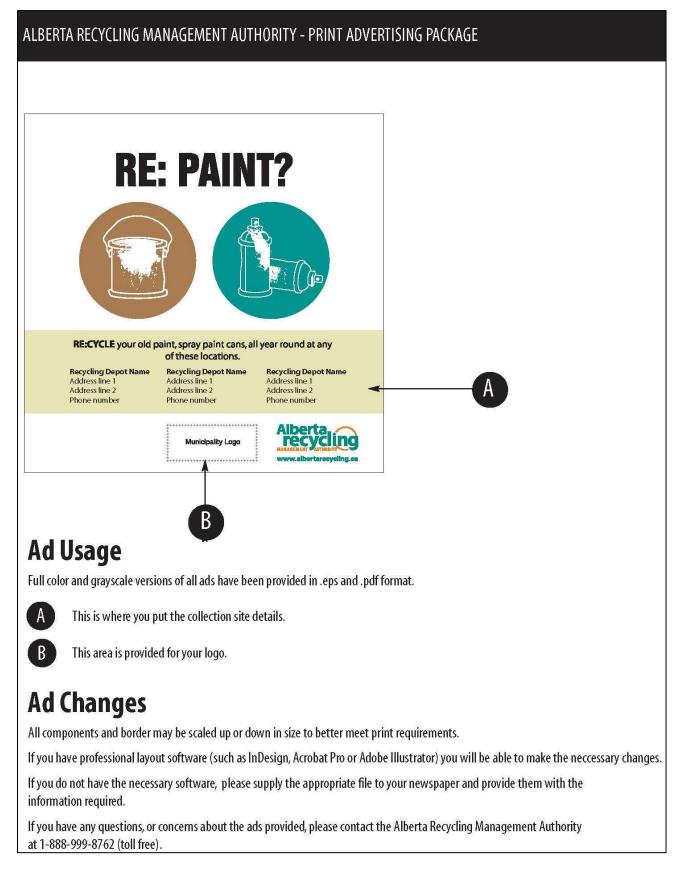


Section 'B': 2016-17 Grant Application for Advertising Municipally-Approved Year-Round Collection Sites

DESIGNATED COLLECTOR INFORMATION									
Collector:					Phone Number:				
Contact Name: Title:				Email:					
IDENTIFY WHICH		BE ADVE	RTISED						
ELECTRONICS									
Site Registration #	Collection Sit	e Name			I				
	1.				4.				
	2.				5.				
	3.				6.				
PAINT									
Site Registration #	Collection Sit	e Name							
	1.				4.				
	2.				5.				
	3.		6.						
TIRE									
Site Registration #	Collection Sit	e Name		Site Registrat	ion #	Collection	n Site Name		
1.				4.					
2.			5.						
3.		6.							
ADVERTISING IN	IFORMATION	J							
List the advertising option(s) that you will be using e.g. print or online ads, posters, flyers, signage and attach quote(s) from selected vendors:									
I have read and understand the 2016-17 grant application requirements for Advertising Municipally-Approved Year-Round Collection Sites. I certify that I will ensure all advertising requirements will be met. I understand the information I provide to Alberta Recycling is subject to review and audit.									
Signature:	cure: Date:								
Name:									
	Email completed form to grants@albertarecycling.ca								
FOR OFFICE USE									
Applicant Population	Rate	Maximun	n Funding Level	Approva	l Packa	ge Provided	Date Approved		



Section 'C': Advertising Specifications





1. The following 'RE:CYCLE' artwork also has separate templates to individually advertise electronics, paint and tires.



RE: WIRE?







RE:CYCLE

your old paint, spray paint cans, computers TVs and tires, all year round at any of these locations.

Recycling Depot Name Address line 1 Address line 2 Phone number

Recycling Depot Name Address line 1 Address line 2 Phone number

Recycling Depot Name Address line 1 Address line 2 Phone number

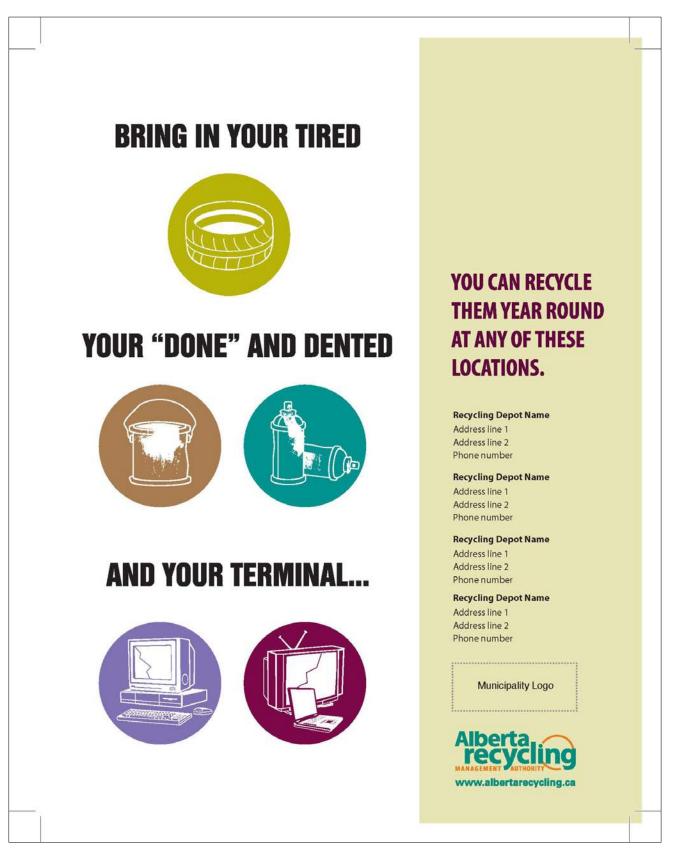
Recycling Depot Name Address line 1 Address line 2 Phone number

Municipality Logo

Alberta, recycling MARACEMENT AUTHORITY www.albertarecycling.ca



2. The following 'BRING' artwork also has separate templates to individually advertise electronics, paint and tires.





3. The following 'SOME FOLKS' artwork is a stand-alone ad; there are no individual ads for each program.



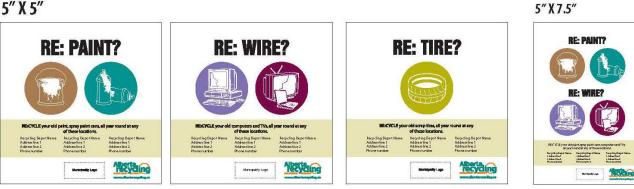


4. Complete package of templates.

PRINT ADVERTISING PACKAGE - ADS PROVIDED

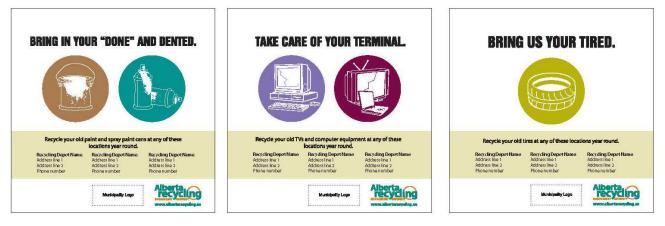
FOLDER A

5" X 5"



FOLDER B

5" X 5"







5. Example of a 'blended' ad





Section 'D': Funding Request Form: Part 1 of 2 Reimbursement of Expenses

Complete and submit the Funding Request Form Parts 1 and 2 within 60 days of receiving the actual invoices, and include copies of the advertising material.

DESIGNATED COLLECTOR INFORMATION				
Collector Name:				
Mailing Address:		City:	Postal Code:	
Contact Name:		Contact Phone Number:		
ADVERTISING EXPENSES				
Invoicing Company:	Type of advertising:		Cost (excluding GS	50% of Cost (excluding GST)
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
	Total	Funding Request:	\$	\$

I have attached all required invoices, advertisements, and other supporting documentation regarding the 2016-17 Grant Application for Advertising Municipally-Approved Year-Round Collection Sites. I certify that all advertising requirements within the application have been met and understand the information I provide to Alberta Recycling is subject to review and audit.

Signature:	Date:
Name:	Title:

FOR OFFICE USE			
Population Rate	Maximum Funding Level	Complete Package Provided	Date Received



Section 'D': Funding Request Form: Part 2 of 2

This form must be submitted together with Part 1 in order to receive your reimbursement.

1	Did you	r adverti	sing have a positive impact on your sites?		
	YESO NOO Please explain for either answer:				
	YESU	NUU	Please explain for either answer:		
2.	Was the	e grant aj	oplication package user friendly and easy to understand?		
	YESO		If no, please explain:		
3.	Were th	ie advert	ising templates easy to use?		
	YESO	NOO	If no, please explain:		
Δ	Are the	re improv	vements that you would like to suggest for this program?		
4.	_	-			
	YESO	NOO	If yes, please explain:		
FU	NDING R	EQUEST	PACKAGE CONTENTS CHECKLIST		
			Funding Request Form Parts 1 and 2 Attached		
			Advertising Invoices (including copies of ads & any other backup) Attached		
			If you advertised via signage please email photographs of its placement in your		
			community to grants@albertarecycling.ca		

Email completed Funding Request forms Part 1 & 2 with backup information to grants@albertarecycling.ca