

2025 Promotional Grant Instructions - Page 1



About the program: This program reimburses up to 50% of your **future** eligible expenses for advertising, marketing, and reaching consumers at the point of purchase to promote agricultural products with direct Kentucky farm impact.

What is Kentucky Proud®? It is the official state agricultural marketing program administered by the Kentucky Department of Agriculture (KDA).

Kentucky Proud® Membership: You must be a member of Kentucky Proud® for consideration. Please apply for membership at www.kyproud.com.

What is direct Kentucky farm impact? The dollar value of agricultural products bought, sold, grown, raised, produced, and sourced from Kentucky farms. This means the value of the agricultural products **before** any processing, not the value of the finished retail product.

How the grant is funded: The Kentucky Agricultural Development Board (KADB) awards a portion of the tobacco settlement funds to KDA to support the Kentucky Proud® Program.

The award maximum: Funds are awarded between January 1 and December 31 and cannot exceed 10 percent of the applicant's reported direct Kentucky farm impact. **The maximum award is \$8,000.** Grantees have 6 months from their application's approval date to use funds.

- **Lifetime maximums are \$36,000** beginning with the use of 2014 funds at the request of the KADB.
- If you will not use your grant, or if you require a lower amount, you must inform us no later than 3 months after approval. If you do not, whatever amount you were originally approved for will be counted against your lifetime maximum.

Your grant will be withheld if you are delinquent in state taxes. KDA reserves the right to audit the compliance, amend the guidelines, revoke the award, or interpret the intent of this grant at any time, without liability, at its sole discretion. All funds are first-come, first-served.

Deadlines: Meetings take place the second Wednesday of each month. Applications that are incomplete or missing forms (survey for past POP participants, notarized affidavit, or EZ Vendor Registration Form) will not be considered for funding until these items are submitted. Applications are due the last day of the month to be considered at the next month's meeting.

- The **first deadline for 2025** will be December 31, 2024 for the January 8, 2025 meeting.
- If approved, you will receive an agreement spelling out the terms. If denied, you will receive an e-mail.

You have 30 days to sign the agreement or it will be voided. If you do not submit all eligible expenses by the date listed in your agreement, your remaining balance will go to help other eligible members. You are responsible for deadlines noted in your agreement.

Attention to these details is essential!

- Applications must be complete and received in the office by the last day of the month to be considered at the next monthly review meeting.
- ___ I included my Kentucky Proud® Member number.
- ___ I answered each of the application questions and included all attachments with specific details.
- ___ I was specific about naming the farms and the counties where the Kentucky agricultural products are sourced.
- ___ I honestly estimated direct Kentucky farm impact in dollars and understand this is subject to audit or refund of any award dollars received.
- ___ I signed and dated the Logo Use Rules page.
- ___ If I have received an award since 2013, I answered the survey questions on Pages 5 and 6.
- ___ I signed, had notarized, and attached the **original** affidavit.
- ___ I completed the EZ Vendor Registration Form and submitted it to finance.crcgroup@ky.gov or online at <https://vss.ky.gov/vssprod-ext/Advantage4>
- ___ I am age 18 or older.
- ___ I comply with all laws and regulations, especially related to public health, food safety, and accuracy and legality of advertising. I understand that KDA is held harmless and is not responsible for my legal obligations.

If you have checked all of the above, please mail or scan and e-mail everything to:

Jonathan Van Balen
Kentucky Department of Agriculture
111 Corporate Drive
Frankfort, KY 40601

Questions about the grant?
E-mail Jonathan.VanBalen@ky.gov

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Business Name: _____ Contact Person: _____

E-mail Address: _____ Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Kentucky Proud Member Number: _____ Taxpayer ID / Social Security Number: _____

Farm locations by county: _____

Type of Kentucky Proud Member: _____ (Farm, Restaurant, Farmers' Market, etc.)

****Those with Supporter status are not eligible for Promotional Grants.****

1. _____ **How many Kentucky farms will benefit?** Please provide the names of each farm (and their locations by county) that will benefit financially from this project. Please provide details of your farm story, your message to consumers, and how you plan to reach them with advertising and marketing support from this grant. Specifics and details are essential for our grant committee to rule in your favor and to promote your Kentucky Proud® story.

Example: I would answer "3" and then attach details of my farm in Acme County where I grow corn, wheat, tomatoes, and other produce and I am buying peppers and onions from my neighbors, Steve Smith and John Jones, so that I can make salsa to sell.

2. \$ _____ **What is the direct Kentucky farm impact?** What is the dollar value of the agricultural products grown, raised, produced, and sourced on a Kentucky farm that will be advertised, marketed, and promoted by this project? Please attach specific details of what you are promoting and how you honestly estimated the dollars.

Example: I would note that the value of my crops totaled \$30,000 last year, plus \$10,000 that I paid Steve Smith and John Jones for their peppers and onions. I think I can increase this to \$50,000 with more advertising to increase demand for my salsa. I would conservatively list \$45,000 because I know we can meet that goal.

3. \$ _____ **Maximum award possible based on 10 percent of direct Kentucky farm impact.** Multiply the number from Line 2 by 10 percent and enter it on Line 3. The maximum award possible is \$8,000 based on 10 percent of direct Kentucky farm impact.

Example: If you entered \$40,000 worth of produce that you are sourcing from Kentucky farms on Line 2, you could be eligible for 10 percent or \$4,000 worth of matching program funds and would enter \$4,000 on Line 3. If your direct Kentucky farm impact is \$80,000 or more, you would enter the maximum amount of \$8,000.

4. **Have you previously received an award or a grant from us or any other state agency or related entity** such as Kentucky Proud®, Restaurant Rewards, Buy Local, Horticulture, Wine/Grape, Ag Development Funds, etc.?

YES or NO (choose one) and provide details in an attachment.

5. **Will you buy, grow, sell, produce, process, manufacture, or market Kentucky Proud® products even if you are not approved for matching funds?**

YES or NO (choose one) and provide details. This is an important way for us to measure how committed you are to helping Kentucky farms with or without support from matching funds. Please mention specific examples of your support in previous years.

6. **Where can consumers find your Kentucky Proud® product(s)? Please detail what new markets you hope to reach because of these matching funds.** Please provide details of exactly where your product can be found (what county farmers' market, what store and location by county, etc.)

****Please complete the Project Worksheet on the next page****



Project Worksheet

List below how much you plan to spend on eligible expenses.

- 1. Radio Ads
\$ _____
 - 2. TV Ads
\$ _____
 - 3. Web Expenses
\$ _____
 - 4. Hats, T-Shirts, Giveaway Items
\$ _____
 - 5. Labels & Packaging
\$ _____
 - 6. Trade Shows
\$ _____
 - 7. UPC and/or Bar Codes
\$ _____
 - 8. Graphic Design Expenses
\$ _____
- Other Expenses (list below)
- 9. _____
\$ _____
 - 10. _____
\$ _____
- Sub-Total \$ _____
- X 50% = \$
11. # of Demos _____
- ___ X \$100 = \$

MATCH REQUESTED

(Add boxes together; Cannot exceed number on Line 3 on the previous page.)

TOTAL \$ _____

For reimbursement: Please physically mail printed reimbursement requests, including all invoices, photos, and samples of completed work to:

Jonathan Van Balen, 111 Corporate Drive, Frankfort, KY 40601

Eligible Expenses

Your application will be reviewed by KDA staff for eligibility, and if approved for funding, a legal agreement will be sent to you detailing these and other applicable state rules associated with the grant. The Kentucky Proud® Logo Use Rules are found on Page 4 of this application. Reimbursement submissions will be reviewed by KDA staff to determine their compliance with the conditions of this award. **No expenses are eligible prior to KDA’s approval of the application.** *The following expenses are eligible for up to 50% reimbursement.*

Radio or TV ads: In a radio advertisement, Kentucky Proud® **must** be mentioned at least once to receive 50% reimbursement. You must provide the invoice, the notarized affidavit showing when the ads ran, and the ad script. In a TV advertisement, the Kentucky Proud® Logo **must** be featured prominently at the beginning or the end of the advertisement to receive 50% reimbursement.

Web expenses: Design, maintenance, and annual fees as long the Kentucky Proud® logo is present on all pages of the website and as long as the logo rules are followed on all pages. Google ads, social media, and other electronic media expenses will be considered.

Hats, t-shirts, clothing, or giveaways: Must follow logo rules and must only be for employee use or for use as giveaways; **not for resale.** Includes all costs as part of match.

Labels, packaging, and retail displays: Must follow logo rules and be prominent to consumers when viewed on the shelf. Includes all costs as part of match. **All packaging and retail displays** (boxes, totes, bags, etc.) must incorporate the Kentucky Proud® Logo as a **permanent** part of the packaging and/or retail display (printed, branded, embossed, etc.). **Private/white labeling for others is not an eligible expense.**

- Placing a Kentucky Proud® sticker or decal on a package or a retail display is **not** eligible for reimbursement.
- Jars and bottles are **not** an eligible expense.

Trade Shows: Booth fees and electric hookups. **Not eligible:** hotel, travel, labor, registration fees, fees to visit a trade show.

UPC or Bar Codes: Match up to 50%.

Graphic Design Expenses: Includes design of logos, labels, packaging, and advertisements that include the Kentucky Proud® Logo.

Vehicle Wraps: **Must** be pre-approved, but are generally eligible.

Other eligible examples: Business cards, brochures, newspaper and print ads, direct mail ads, signs, sales catalogs, video productions (excluding travel), photography (excluding travel), banners, billboards, farm signs, menus, posters, point-of-purchase, and other sales materials.

The following expenses are at a flat rate

Demos: \$100 per demo **not to exceed 10% of total matching funds request.** You **must** list the location of the demo, provide photos of the display/table/booth, show use of our logo at the demo, and include sales figures/results. Demos are events open to the public. Sales calls do not qualify.

****Non-Eligible Expenses****

- Staff time is not an eligible expense!
- Items purchased through the Kentucky Proud® At-Cost Program.
- Food purchased, rental costs, or labor for an event or sale.

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Kentucky Proud® Logo Use Rules

Please make sure to use the Kentucky Proud® logo correctly. If you have questions, you may always ask KDA for guidance prior to having something printed, published, or produced.

You **must** use the Kentucky Proud® logo in advertisements, on marketing materials, and on other items that are eligible expenses if order for them to be eligible for reimbursement. If the Kentucky Proud® logo is not used, that item will be denied for reimbursement. If you are approved to use the Appalachia Proud® logo, the Homegrown by Heroes logo, or another logo associated with a Kentucky Proud® project that has received prior approval for reimbursement by KDA staff (with the exception of Kentucky Farms Are Fun), you may use them in place of the Kentucky Proud® logo, provided the version you use contains the Kentucky Proud® logo in it. **Please do not use any taglines!**

Kentucky Proud® logo files may be accessed in the Member Services area of the Kentucky Proud® website, www.kyproud.com.

The logo must comply with the following standards for you to receive 50% reimbursement:

- 1) **Incorporation of the Kentucky Proud® logo as part of your own logo is not permitted.**
- 2) **Size.** The width of the Kentucky Proud® logo must be **at least 1/5 (20%) the width of the advertisement/marketing material** in which it is used. For hats, the logo must be at least 1.5 inches wide (from left to right). For other articles of clothing, the logo must be at least 3 inches wide (from left to right). If the Kentucky Proud® logo is smaller than these minimum requirements, **you will not receive any reimbursement.** If your logo/name is on the front of a package and the Kentucky Proud® logo is on the back, your will not be reimbursed. If there is any doubt about the size of the Kentucky Proud® logo, please make it larger. You must maintain the aspect ratio of the logo. **The components of the logo may not be rearranged, distorted, or re-made in any way.** This size standard does **not** apply to the horizontal version of the Kentucky Proud® logo, which may only be used with pre-approval from KDA if you wish to be reimbursed.
- 3) **Color.** The individual colors of the Kentucky Proud® logo - red (PMS 187), blue (PMS 294), and green (PMS 357) - may not be changed to different individual colors. The Kentucky Proud® logo may be produced in the following **single** colors without prior permission: black, white, green (PMS 357 C), or brown (PMS13-16 C). Any other **single** color requires written permission from KDA. The Kentucky Proud® logo in white on any solid color is acceptable.
- 4) **Visual Identity.** The use of the Kentucky Proud® logo should be consistent with the Visual Identity guidelines issued as of October 1, 2020. The guidelines pertaining to color, format, and restrictions are included in this application after the survey.
- 5) **Registered Trademark Symbol.** The Kentucky Proud® logo's registered trademark attribute, ®, must be shown to denote the logo's registered trademark status.
- 6) **Backgrounds.** If the Kentucky Proud® logo is going to appear over a background, such as a photo, please place a white oval behind it. Please be careful not to clip the cardinal's wing if you decide to not leave white space around the Kentucky Proud® Logo.
- 7) **Printed and Electronic Promotional Materials.** The Kentucky Proud® logo **must** be on the front of any printed promotional materials such as brochures, sales catalogs, etc., and must follow the size guidelines outlined above. For electronic promotional materials in PDF or similar format, the Kentucky Proud® logo must be on the **first** page of the document, and must follow the size guidelines above.
- 8) **Labels.** The Kentucky Proud® logo **must** be on the portion of the label that is **front-facing to the consumer** or you will not receive reimbursement.
- 9) **Labels for Wine and Distilled Spirits.** If you are a winery or distillery and you are authorized by the Alcohol and Tobacco Trade Bureau (TTB) to put Kentucky on the front label of your wine or distilled spirits bottle, the Kentucky Proud® logo must be on the front label in order to be eligible for 50% reimbursement, subject to the size guidelines outlined above. If you are not permitted by TTB to put Kentucky on the front label or your wine or distilled spirits bottle, and the Kentucky Proud® logo appears on the back label, the reimbursement rate is 25% subject to the size guideline outlined above.

I agree to comply with these Kentucky Proud® Logo Use Rules. I agree to comply with any request by KDA for additional information pertaining to my compliance with these Kentucky Proud® Logo Use Rules.

Signature: _____ Date: _____



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First time applicants should not complete this page, but if you apply for future funding in this program, feedback on the prior award will be required.

As with the other Kentucky Proud grant programs, the objective of this program is to assist our members in expanding their marketing exposure, increasing the awareness of Kentucky Proud, and improving the overall profitability of Kentucky-grown agricultural products. While it is challenging to determine the precise tangible benefits of these investments, it is essential for the continuation of this grant that we accurately capture how your previous marketing expenditures assisted your business. As a prerequisite for this application, you must complete the following questions to the best of your ability regarding past POP grants received since 2013.

From the following options, please select the marketing investment supported by POP funds that had the **most** significant impact on your operation.

From the following options, please select the marketing investment supported by POP funds that had the **second most** significant impact on your operation.

From the following options, please select the marketing investment supported by POP funds that had the **third most** significant impact on your operation.

What was the **most** significant impact of your promotional grant expenditures?

What was the **second most** significant impact of your promotional grant expenditures?

Please select the most appropriate quantitative response for each of the potential impacts:

Increased dollars of sales

Increased net profits

Increased number of customers

Increased number of farmers assisted by your business

Introduced new products to market

Negative impact on sales revenue, if applicable

For each POP dollar received, how much additionally did you spend on marketing and advertising expenses?

Provide a brief comment on why these funds were important to your business?

Have these funds allowed you, or other farmers you work with, to diversify or expand? If so, how?

Kentucky Proud Logo Guidelines

At its essence, our Kentucky Proud logo is our visual greeting. Using it correctly and consistently helps consumers recognize it quickly and increases its effectiveness. Here's how to use it correctly.

- Official Kentucky Proud logo colors are red (PMS 187), blue (PMS 294), and green (PMS 357). The logo may also be produced in black or white or as a one-color execution featuring the green (PMS 357 C) or brown (PMS 13-16 C) from our color palette.

Logo Options

Acceptable formats for the Kentucky Proud logo are pictured below. Use of the horizontal logo under the Point of Purchase Promotional Grant Program requires pre-approval for reimbursement.



Vertical & Horizontal - PMS Color



Vertical & Horizontal - Full Color



Vertical & Horizontal - PMS 357 C Green



Vertical & Horizontal - PMS 13-16 C Brown



Vertical & Horizontal - B/W



Vertical & Horizontal - Reversed

Logo Restrictions

- The logo's REGISTERED trademark status is important and must be consistently displayed.
- Do not use logo on a dark or busy background. When needed, you may place a white oval behind the logo.
- Never slant or compress the logo and never render the logo freehand.

Guidelines for Social Media Advertisements and Sponsored Posts

1. Make sure to include the Kentucky Proud logo in the picture, or,
2. Make sure that you either use #kyproud or that you tag the official Kentucky Proud account for that social media platform in the caption/text of the advertisement or sponsored post.
3. You must provide screenshots of the advertisements or sponsored posts when you submit your reimbursement request(s).
4. You must provide invoices or screenshots of the billing summary from the social media platform when you submit your reimbursement request(s).



kyproud.com



@kentuckyproud



@kentuckyproud



@kyproudofficial

**Required Affidavit for Bidders, Offerors
and Contractors
(KRS 45A.110 & 45A.115)**

Affidavit Effective for One (1) Year from Date of Execution

Instructions: Pursuant to [KRS 45A.110](#) and [45A.115](#), a bidder, offeror, or contractor (“Contractor”) is required to submit a Required Affidavit for Bidders, Offerors, and Contractors to be awarded a contract, or for the renewal of a contract. An authorized representative of the contracting party must complete the attestation below, have the attestation notarized, and return the completed affidavit to the Commonwealth.

Attestation

As a duly authorized representative for the Contractor, I swear and affirm under penalty of perjury, that that the Contractor has not knowingly violated campaign finance laws of the Commonwealth of Kentucky and that the award of a contract will not violate any provision of the campaign finance laws of the Commonwealth. For purposes of this attestation, "Knowingly" means that the bidder or offeror is aware or should have been aware of the existence of a violation. The bidder or offer understands that the Commonwealth retains the right to request an updated affidavit at any time.

Signature

Printed Name

Title

Date

Bidder or Offeror Name: _____

Address: _____

Commonwealth of Kentucky Vendor Code (If known): _____

Subscribed and sworn to before me this ____ day of _____, _____.

State of: _____ Notary: _____

County of: _____ My Commission Expires: _____



Commonwealth of Kentucky

Office of the Controller
200 Mero St, 5th Floor
Frankfort, KY 40601

(502) 564-9641
(877) 973-4357 Toll Free

<https://vss.ky.gov>

Fax (502) 564-5319

A Vendor Information

*Legal Name: _____

*Taxpayer ID Number: _____ SSN _____ EIN _____

Vendor Number: _____

*1099 Classification: (Select One)	Individual	LLC filing as Corporation	State Government	Other
	Sole Proprietor	LLC filing as Partnership	Other Government	
	Partnership	LLC filing as Sole Proprietor	Nonresident Alien	
	Corporation	Trust/Estate	Foreign Business Entity	

*Street: _____

*City: _____ *State: _____ *Zip Code: _____

*Contact: _____

*Phone: _____ Email: _____

B Enrollment or Change Authorization for Electronic Payments

Select One: New Enrollment Financial Institution or Account Change

Financial Institution Information	
Bank Name:	_____
Branch:	_____
City:	_____ State: _____ Zip Code: _____
Transit/ABA#:	_____
Account #:	_____
Account Type (select one):	<input type="radio"/> Checking Account <input type="radio"/> Savings Account

I, the undersigned, authorize the Commonwealth of Kentucky to initiate accounting transactions to deposit payments directly to the account indicated above and to correct any errors which may occur from the transactions. I also authorize the Financial Institution to post these transactions to that account. This authorization is to remain in force until the Commonwealth of Kentucky received written notice or cancellation.

Signature: _____ Date: _____

Name Printed: _____ Job Title: _____

Fields marked with and asterisk(*) are required. This cannot be processed without all the required fields.

C**Substitute IRS Form W-9 Certification**

Under Penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. Person (defined below)

Certification Instructions: You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN.

For additional information refer to the [IRS website](#) and go to Form W-9.

*Signature of U.S. Person: _____

*Name Printed: _____ *Date: _____

The following information is provided to assist you in completing your EZ Vendor Registration Application.

Select either New or Modification. For Modifications, complete ONLY fields to be updated.

Section A - Vendor Information

Complete Section A for new vendor information or vendor modifications.

Legal Name on W-9: this is the Legal Name used for 1099 IRS filings. The Commonwealth of Kentucky verifies this information with the taxpayer ID number with the IRS. Vendor records will not be processed unless the Legal Name and TIN match.

1099 Classification: Select the appropriate classification that describes your organization.

Section B - Enrollment or Change Authorization for Electronic Payments

In order add or update banking information on your vendor record, complete Section B. ***This section is optional.***

NOTE: Email notification of payments will be sent to the email address listed on the form.

Section C - Substitute IRS Form W-9 Certification

- **Definition of a U.S. person.** for federal tax purposes, you are considered a U.S. person if you are:
 - An individual who is a U.S. citizen or a U.S. resident alien; A partnership, corporation, company or association created or organized in the United States or under the laws of the United States; An estate(other than a foreign estate); or
 - A domestic trust(as defined in Regulations section 301.7701-7).
- As a part of the KY Vendor Registration, the Commonwealth of Kentucky may request a signed and dated copy of your W-9 form. This form will be kept as an attachment to your entity's account. Registration may not be considered complete unless the W-9 is received, and payments for goods or services may be impacted without a properly executed W-9. Please submit the completed W-9 to the Customer Resource Center if requested.

Submission

Fax or email the completed form to our Customer Resource Center (CRC) at (502)564-5319 or finance.crcgroup@ky.gov.

Please Note: This is the abbreviated version of the Kentucky Vendor Registration Application. If you have multiple addresses or contacts, please complete the other form.

Fields marked with and asterisk(*) are required. This cannot be processed without all the required fields.