



## Talent Attraction & Retention Marketing Cooperative Initiative Application

The purpose of WEDC's Talent Attraction & Retention Marketing Cooperative (Co-op) Initiative is to help eligible participants statewide solve their most pressing workforce challenges by magnifying the impact of their own marketing investments. See program guidelines for eligibility.

### Section 1: Organization Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_ Phone number: \_\_\_\_\_

### Section 2: What are you proposing?

*All co-op funds must be used to retain talent in the area you serve or attract talent from outside the state of Wisconsin. Eligible activities include advertising, marketing research, audience targeting or development of creative materials. See initiative guidelines for full requirements.*

Describe your proposed marketing activities (attached extra pages if necessary):

### Section 3: How much do you intend to invest?

Eligible expenses are matched on a one-for-one basis (50% match). Maximum match for a single request and applicant is \$75,000; minimum match is \$500. Only preapproved expenses are eligible for reimbursement. Full costs used to justify reimbursement by WEDC, including those not reimbursed, most comply with all Co-op requirements. See initiative guidelines for full requirements.

- A. Expenses anticipated by your organization \$ \_\_\_\_\_
- B. Requested WEDC matching dollars \$ \_\_\_\_\_
- C. Total planned expenses (sum of A and B): \$ \_\_\_\_\_

### **Affirmations and Signature**

Please initial confirming your understanding if the following initiative requirements.

I understand that:

- \_\_\_\_\_ All proposals are subject to WEDC review and approval. No proposal is presumed approved until countersigned by an authorized WEDC representative.
- \_\_\_\_\_ All activities must be approved by WEDC in advance before initiated.
- \_\_\_\_\_ Under no circumstances will WEDC matching funds exceed the amount spent on qualifying activities by your organization.
- \_\_\_\_\_ Proof of qualifying expenditure, paid in full, must be submitted to receive WEDC funds.
- \_\_\_\_\_ Expenses must be incurred between August 1, 2023, and May 31, 2024. Applications for reimbursement must be received by June 14, 2024.
- \_\_\_\_\_ Applications must be accompanied by a current IRS Form W9 in the name of the applicant.
- \_\_\_\_\_ Approved proposals will be confirmed in a contract between the proposing organization and WEDC. Approvals are conditional upon contract execution.

See initiative guidelines for full requirements.

### **Signed**

Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

### **Approved**

Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_