



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. Those who participated in the FY24 Co-op Initiative are eligible for a maximum award of \$50,000. 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, 2024, and May 30, 2025. Applications for reimbursement must be received by June 14, 2025.
- _____ 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 _____