For fiscal year 2020, Minnesota Corn will make the matching funds programs available to county organizations for local promotion and educational activities.

Reimbursement forms must be turned in within 45 days of event/campaign. Reimbursement funds will be taken out of the fiscal year the event/campaign took place in.

There are two separate county matching funds programs available.

- **GENERAL MATCHING FUNDS PROGRAM**
  This program helps your county organization fund local advertising, promotion or educational activities.

- **FLEX FUEL STATION/AUTO DEALER MATCHING FUNDS PROGRAM**
  This program provides funding for your county to participate in a Flex Fuel promotional event at a fueling station or auto dealer in your area.

The County Matching Funds Programs are conducted under the direction of the Minnesota Corn Grower Services Focus Team, which reserves the right to change the programs as needed. If you have any questions about eligible expenses, how to apply for reimbursements or have an idea for making the programs more effective, please contact Sherrie Graves 952-460-3600 or sgraves@mncorn.org.
GENERAL MATCHING FUNDS PROGRAM  UPDATED PROGRAM!

MCGA county corn organizations are eligible for up to $10,000.00 during the fiscal year. Your county will be reimbursed up to 75% of actual cash costs, not to exceed $10,000.00 per fiscal year. (Example: If your county invests $5,000.00 in eligible activities, you will receive a reimbursement of $3,750.00)

WHAT TO DO:
1. Provide a synopsis of the event/campaign you are requesting to have reimbursed. The synopsis must answer all of the following questions. (See page 4)
   1. What was the goal of event/campaign? (How did it have a positive impact for MN corn farmers?)
   2. Were any memberships received as part of the campaign/event?
   3. What were the measurable benefits of event/campaign? (advertising, banners, etc.)
   4. Who was the target audience? (farmers, non-farmers or both)
   5. Other details of the event/campaign & how it relates to the MCR&PC Promotion Order.

MCR&PC Promotion Order Information: Funds are for the establishment of market development and research projects to aid, assist and enhance the Minnesota corn producing industry and to promote the sale, marketing, production and distribution of corn and corn products.

2. To apply for reimbursement:
   • Fill out & submit the enclosed reimbursement form (page 3) and synopsis (page 4) within 45 days of event/campaign.
   • Attach copies of cancelled checks, invoices or receipts.
   • Attach copies of ads, clippings or program information.

*Money will come out of fiscal year funds based on event/campaign date. If request is not received within 45 days, funding will be denied. NOTE: MCGA logo must be used properly on printed material. Only corn related material and activities will be reimbursed.

FLEX FUEL MATCHING FUNDS PROGRAM

Each Flex Fuel promotion is eligible for up to $3,000.00 in matching funds per event per location per fiscal year. Your county will be reimbursed up to 75% of actual cash costs. (Example: If your county invests $3,000 for a flex fuel event, you will receive a reimbursement of $2,250)

WHAT TO DO
1. Choose an eligible activity from this list:
   ➢ Partnering with a fuel retailer to offer Flex Fuel pricing promotions such as “E85 for 85 cents” for a limited time, usually a few hours. If hosting a fuel event where you need promotional materials or staffing, fill out the online fuel event form at least 4 weeks in advance. stations.mncorn.org
   ➢ Flex Fuel vehicle education and awareness programs at auto dealers for the public or auto mechanics.
   ➢ Advertising or radio ads for Flex Fuel promotion events.

2. Apply for reimbursement:
   ➢ Fill out the reimbursement form. (page 3)
   ➢ Attach copies of cancelled checks, invoices or receipts.
   ➢ Attach copies of ads, clippings or program information.
2020 COUNTY MATCHING FUNDS
REIMBURSEMENT FORM
(October 1, 2019 to September 30, 2020)

Please complete one reimbursement form for each event/campaign.

Date Submitted: ____________ County: ____________________________ Contact: ____________________________

Phone: ______________________ Email: ____________________________

Is this a General or Flex Fuel event? (circle one) General  Flex Fuel

List Items for Reimbursement
(Number receipts/documentation to match line items listed below.)

1. __________________________________________________________ $__________
2. __________________________________________________________ $__________
3. __________________________________________________________ $__________
4. __________________________________________________________ $__________
5. __________________________________________________________ $__________
6. __________________________________________________________ $__________
7. __________________________________________________________ $__________
8. __________________________________________________________ $__________
9. __________________________________________________________ $__________
10. _________________________________________________________ $__________
11. __________________________________________________________ $__________
12. __________________________________________________________ $__________
13. __________________________________________________________ $__________
14. __________________________________________________________ $__________
15. __________________________________________________________ $__________

Total Reimbursement Request $__________

Turn over to complete synopsis of event for General Matching Funds reimbursement.
### Synopsis of Event/Campaign for General Matching Funds

1. **Goal of Event/Campaign:**
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________

2. **Memberships Received:**
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________

3. **Measureable Benefits:**
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________

4. **Target Audience:**
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________
   
   ________________________________________________________________

**Other Details:**

____________________________________________________________________

____________________________________________________________________

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____________________________________________________________________

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Reimbursement requests, receipts, documentation, and completed synopsis **must** be received in the MCGA office within 45 days of event/campaign. **MCR&PC Promotion Order Information:** Funds are for the establishment of market development and research projects to aid, assist and enhance the Minnesota corn producing industry and to promote the sale, marketing, production and distribution of corn and corn products.