

2019 COUNTY MATCHING FUNDS PROGRAMS

October 1, 2018 to August 31, 2019

For fiscal year 2019, we will make the matching funds programs available to county organizations for local promotion and educational activities.

Two separate programs are available.

BASIC 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.

These programs are conducted under the direction of the MCGA/MCR&PC Producer 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 at 952-460-3600 or sgraves@mncorn.org.

BASIC 2019 MATCHING FUNDS PROGRAM

Any MCGA County corn growers organization is eligible for up to **\$10,000.00** during the fiscal year.

**** NOTE ****

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: *(Items in green are new this year)*

1. Choose an eligible activity from this list:

- Promote Corn products (biodegradable plastics and PLA fabrics)
- Ethanol/flex fuel promotion or sponsorship (Example: Flex Fuel Race cars)
- Radio or print ads (Corn Growers or Flex Fuel must be mentioned)
- Billboards (Corn Growers or Flex Fuel must be mentioned and/or logos)
- Banners for events (Corn Growers or Flex Fuel must be mentioned and/or logos)
- Parades (County Corn Growers involved)
- Livestock (Advertising, Sponsorships, Donations)
- Sponsorships of corn or Flex Fuel related events (Example: Little Crow Water Ski Team Show)
- County Fairs (County Corn Growers Booth)
- Trade Shows (County Corn Growers Booth)
- Purchase book bundles for schools (Corn or Ag Related)
- Participate in Ag in the Classroom activities
- Provide youth scholarships
- Educational speakers for County Plot Day or Banquet (expenses for speaker)
- Sponsor a local educational event of value to your farmer members (Corn or Market Related)
- Provide Flex Fuel certificates at local events
- Build a County Website (Start up and maintain) w/a link to MCGA
- Door Prizes (Small quantity of bigger items – coolers, first aid kits, etc.) to be given away at County Annual Meetings, Plot Days (an event where members are present)
- ***Sponsorship of buildings at County fairs***
- ***Supplies for County parade floats***
- ***Social media accounts (Facebook) – Expenses for boosting ag-related posts***

2. To apply for reimbursement:

- Fill out the enclosed reimbursement form (*page 3*)
- Attach copies of cancelled checks, invoices or receipts
- Attach copies of ads, clippings or programs
- Attach a brief description of the activity/event

If you do not see an item or activity listed on the eligible list above, please contact the MCGA office for approval.

EXAMPLES OF ITEMS NOT ELIGIBLE:

Food (*Banquets, Meetings, Plot Days, Golf Outings*), Alcohol, Entertainment & expenses, Donations to MN Corn, Political Campaigns, Golf Outing Expenses, and Entry Fees to MCGA Variety Plot Program

BASIC 2019 MATCHING FUNDS PROGRAM REIMBURSEMENT FORM

(October 1, 2018 to August 31, 2019)

Date Submitted: _____ County: _____

Contact: _____ Phone: _____

List Items for Reimbursement

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Reimbursement Request	\$

Reimbursement requests **must** be received in the MCGA office by **August 31, 2019**
to qualify for the 2019 program. Allow for mailing delays.

Please understand, late submissions will not be accepted due to end-of-year restrictions

FLEX FUEL STATION/AUTO DEALER 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.
(i.e. 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 retailer to offer Flex Fuel pricing promotions such as “E85 for 85 cents” for a limited time, usually a few hours and the county organization works the event.
- 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. Fill out information on bottom of this page and submit it to your District Field Manager (DFM). *If requesting assistance from American Lung Association at least 4 weeks advance notice is needed.*

3. To apply for reimbursement:

- Fill out the enclosed reimbursement form (page 5)
- Attach copies of cancelled checks, invoices or receipts
- Attach copies of ads, clippings or programs.
- Attach a brief description of the activity/event

NOTE: There is no limit to the number of locations which you can partner with in one fiscal year, but only one event per location per fiscal year will be reimbursed.

*****After the event, please provide your DFM with the number of gallons sold at each of the stations.***

COMPLETE INFORMATION BELOW

County: _____ Contact: _____ Event Date: _____

Would you like event assistance from American Lung Association (ALA)?

YES (If yes, MN Corn will have someone from ALA contact you. Please complete Biofuels Event Planning form)

NO (If no, the event will be listed on mncorn.org, but no further assistance will be provided)

Please give a detailed description of fuel promotion event.

*i.e. Location: Cenex – Shakopee, MN Date/Time: Event will run from 4 pm – 6 pm on Saturday July 12th
Details: E85 will be 85 cents off - E30 will be 30 cents off - E15 will be 15 cents off - 30 gallon limit per vehicle.*

FLEX FUEL STATION/AUTO DEALER 2019 MATCHING FUNDS PROGRAM REIMBURSEMENT FORM

(October 1, 2018 to August 31, 2019)

Date Submitted: _____ County: _____ Contact: _____

Phone: _____ Number of Gallons sold at each station: _____

List Items for Reimbursement

	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
Total Reimbursement Request	\$ _____

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