



FY24 COUNTY MATCHING FUNDS PROGRAMS

October 1, 2023 - September 30, 2024

For fiscal year 2024, Minnesota Corn will make the matching funds programs available to county corn organizations for local promotion and educational activities.

We encourage you to turn in reimbursement forms as soon as possible.
Funds will be taken out of the fiscal year the form is received.

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 of corn.

- **FLEX FUEL MATCHING FUNDS PROGRAM**

This program provides funding for your county to participate in a flex fuel promotion event at a fueling station or auto dealer in your area or through other flex fuel campaigns.



Code of Conduct. The parties acknowledge and agree that the funds described in this Agreement are provided as part of the Minnesota Corn Growers Association's/Minnesota Corn Research & Promotion Council's on-going efforts to improve and promote corn farming and innovative uses for corn. As such, county corn organizations and their affiliates acknowledge that their words and actions may impact the reputation and interests of the Minnesota Corn Growers Association's/Minnesota Corn Research & Promotion Council's. Accordingly, county corn organizations and their affiliates agree that they will act with the highest degree of ethics and integrity in their personal and business conduct. Without limiting the generality of the foregoing, county corn organizations and their affiliates agree that they will not make any deceptive or misleading public statements, will not disclose any confidential information, and will not make any offensive or obscene comments or use any slurs or personal insults based on any person's race, color, creed, religion, national origin, sex, gender identity, sexual orientation, marital status, disability, public assistance, age, or any other personal characteristic. County corn organizations and their affiliates specifically acknowledges that any violation of this code of conduct may result in the immediate termination of this Agreement and revocation of the funds described in this Agreement.

FY24 COUNTY MATCHING FUNDS PROGRAMS

GENERAL MATCHING FUNDS PROGRAM

Minnesota Corn 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. What were the measurable benefits of event/campaign? *(advertising, banners, etc.)*
3. Who was target audience? *(farmers, non-farmers or both)*
4. How does it relate 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).
- Attach copies of invoices, along with cancelled checks or receipts.
- Attach copies of ads, clippings or program information.

*Funds will come out of fiscal year the form is received in the Minnesota Corn office.

NOTE: County or Minnesota Corn logo must be used properly on printed material.

Only corn related material and activities will be reimbursed.



FLEX FUEL MATCHING FUNDS PROGRAM

Flex Fuel Matching Funds program is eligible for up to **\$3,000.00** in matching funds 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 "\$0.15 off 88 Octane" for a limited time, usually 2 hours. *If hosting a fuel event, fill out the online fuel event form at least 4 weeks in advance if materials from state office are needed.* stations.mncorn.org
- Flex Fuel vehicle education and awareness programs at auto dealers for the public or auto mechanics.
- Billboards, radio ads or similar for Flex Fuel.

2. Apply for reimbursement:

- Fill out the reimbursement form. (page 3)
- Attach copies of invoices, along with cancelled checks or receipts.
- Attach copies of ads, clippings or program information.
- If hosting a fuel event, please complete fuel event information on page 4

The County Matching Funds Programs are conducted under the direction of the Minnesota Corn Member & Consumer Engagement 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 your District Field Manager.

FY24 COUNTY MATCHING FUNDS REIMBURSEMENT FORM

(October 1, 2023 to September 30, 2024)

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. _____	\$ _____

Total Reimbursement Request \$ _____

Only corn related activities can be reimbursed. If partner organizations were involved in the event/activity and you are requesting reimbursement from them, please list below.

Partner Organization _____ \$ _____

Partner Organization _____ \$ _____

Complete synopsis for Matching Funds or Fuel Event Information on next page.



Synopsis of Event/Campaign for General Matching Funds

Only activities that fit under the MCR&PC Promotion Order qualify for the Matching Funds program.

MCR&PC Promotional Order: 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.

Goal of Event/Campaign: _____

Measurable Benefits: _____

Target Audience: _____

How does this relate to the MCR&PC Promotional Order? _____

Information for Flex Fuel Station Events

Event date: _____ Gallons sold: _____ County: _____

Station name/city: _____ Number of transactions: _____

Discount amount on each fuel: _____
