



Financial Assistance for Marketing Projects

One of the BGA Communications and Marketing Committee's objectives is to raise the profile of gliding with the ultimate aim of increasing our clubs' flying membership.

We are introducing a new scheme which will offer financial assistance to clubs planning specific projects, with the objective of increasing membership.

What Qualifies for Assistance?

Your project must be aimed at increasing your membership. You must have a plan, with well defined start and finish dates, costs and targets.

Examples of what might qualify are:

- outreach schemes, focussing on specific target groups
- exhibiting at local or regional events
- running open days or come and try it events

These are just examples. Any specific project will be considered. Applications can be made by single clubs or by groupings of clubs if more appropriate.

What Will Not Qualify for Assistance?

General promotional expenses such as brochures, web site costs, advertising /advertorial etc will not be eligible for funding.

How Much Can We Apply For?

Funding may be available for up to 50% of your project costs. There are limited funds available and these will be allocated to approved projects on a first come, first served basis. It is unlikely that any single award will be for more than £500.

When Can I Apply?

Applications can be made at any time, but they will be considered according to the following timetable:

Applications Received By:	Considered On:
24 November 2008	1 December 2008
27 February 2009	6 March 2009
8 June 2009	15 June 2009

Please note that applications will only be considered for projects yet to start. No retrospective applications will be considered.

Successful applicants will be notified as soon as possible after the dates above. Grants awarded will be paid upon submission by the club of proof of expenditure. Should the expenditure be less than that budgeted, the BGA reserves the right to reduce the grant paid accordingly.

How Do I Apply?

Please complete the application form, available on the BGA web site at:

<http://www.gliding.co.uk/bgainfo/clubmanagement/documents/mktgaidapp.pdf>

(printed version)

or

<http://www.gliding.co.uk/bgainfo/clubmanagement/documents/mktgaidapp.doc>

(MS Word form for Emailing after completion)