

Date: _____

Program Period: _____



KENTUCKY
WINE

Kentucky Grape and Wine Council Winery Marketing Cost Share Program Program Guidelines

Direct all inquiries and mail all applications and forms to:

The Kentucky Grape and Wine Council
c/o The Kentucky Department of Agriculture
111 Corporate Drive • Frankfort, KY 40601
(502) 782-4117, tyler.madison@ky.gov

Purpose of the Program

The Kentucky Grape and Wine Council Winery Marketing Cost-Share Program provides a 50% reimbursement of total expenditures for approved marketing projects, in accordance with 302 KAR 39:020, to assist Kentucky's small farm wineries in the promotion of grape and wine products through advertising. Funding for this program is provided by the Kentucky small farm wineries support fund established by KRS 260.175. This grant program is administered by the Kentucky Grape and Wine Council (KGWC), in collaboration with the Kentucky Department of Agriculture.

Available Funds

This annual fund will be divided equally into two (2) bi-annual program periods. The availability of funds will be a combination of the bi-annual portion and any unencumbered funds from the previous program periods. The KGWC will mail a written notice of the new program period to all licensed small farm wineries each June and December, requiring the winery to confirm if it will participate in this program. The Council will then calculate a cap for each participating small farm winery each January and July, based on the amount of funds available and the number of licensed wineries who confirm they will participate in the program period. A written notice of the cap for the program period will be mailed to all small farm wineries that confirm active participation in the program.

Eligible Expenditures

According to 302 KAR 39:020, the following items qualify for reimbursement:

- An internet, print, radio, or television advertisement.
- A promotional item to be given away.
- Signage with permanent lettering or logo for a special event, tradeshow, farmers' market, or festival.
- Uniform apparel that shall be worn by operators or employees for the purpose of advertising the grape or wine industry.

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*****Eligible expenditures must serve the primary purpose of promoting or selling Kentucky grapes, grape products, or wine. All items qualifying as eligible expenditures MUST clearly display a small farm winery logo or name.***

What's Not Eligible?

According to 302 KAR 39:020, the following items do not qualify for reimbursement:

- Equipment without a primary purpose of advertising grapes or wine.
- Blank or modifiable signage, electronics, or electronic media products.
- Blank paper products or ink.
- Promotional items that do not permanently or clearly display the small farm winery logo or name.
- Food or wine products served at special events, tradeshow, farmers' markets, and festivals.
- Membership dues or registration fees.

Application

The application must be pre-approved by the KGWC prior to the expenditure of funds requested. This is to ensure that expenditures are qualified.

Completed applications will be submitted by the KDA to the KGWC at the next regular monthly meeting. The Council will make approvals, denials, or recommendations within two (2) regular meetings of the application submittal to the KGWC. Incomplete applications will be returned to you by the KDA.

Budget Request

The Budget Request portion of the application must be complete and reflect expenses as accurately as possible. This form must be submitted as part of the program application.

Expenditure Report

The Expenditure Report form must be completed for all expenditures on the Budget Request that you are seeking reimbursement for. The expenditures reported on this form must have transpired to receive reimbursement. This form will be compared to the Budget Request form.

Reimbursement Request

The following items must be mailed to the KGWC within 90 days of completion of the last approved expenditure reported on the approved Budget Request form:

- An accurate Expenditure Report form.
- A copy of the receipts indicating qualified expenditures on the Expenditure Report form.
- Copies or photos of the qualified expenditures.

Reimbursement Check

The Kentucky Department of Agriculture will mail your reimbursement check following approval by the KGWC of the reimbursement request.

Date: _____

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KENTUCKY
WINE

**Kentucky Grape and Wine Council
Winery Marketing Cost-Share Program
Application**

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c/o The Kentucky Department of Agriculture
111 Corporate Drive • Frankfort, KY 40601
(502) 782-4117, tyler.madison@ky.gov

Winery Name: _____

Date: _____

Small Farm Winery License #: _____

Contact Name: _____

Physical Address: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

ADDITIONAL INFORMATION: Please indicate any retail or tasting hours, as well as participation in festivals, special events, tradeshow, or farmers' markets:

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**Kentucky Grape and Wine Council
Winery Marketing Cost-Share Program
Application, Page**

Winery Name: _____

ADVERTISING PLAN

Provide a narrative describing what you specifically plan to do with the cost-share funds and when you will do it.

Please attach any additional explanation to this application on an 8 ½ x 11 in. sheet of paper.

Date: _____

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**Kentucky Grape and Wine Council
Winery Marketing Cost-Share Program
Application, Page 3**

Winery Name: _____

BUDGET REQUEST

ITEMS	EXPENDITURE
Print, Radio, Television, or Internet Advertisements	
1.	\$
2.	\$
3.	\$
Promotional Items for Give Away	
1.	\$
2.	\$
3.	\$
Signage	
1.	\$
2.	\$
3.	\$
Uniform Apparel	
1.	\$
2.	\$
3.	\$
TOTAL EXPENDITURES	\$
APPLICANT(S) MATCH	\$
GRAPE & WINE COUNCIL FUNDS REQUESTED	\$

I have read the guidelines for this program and understand that I must receive approval from the Kentucky Grape and Wine Council before expending any funds for this project.

Signature: _____ Date: _____

Date: _____

Program Period: _____

**Kentucky Grape and Wine Council
Winery Marketing Cost-Share Program
Application, Page 4**

Winery Name: _____

EXPENDITURE REPORT

ITEMS	EXPENDITURE
Print, Radio, Television, or Internet Advertisements	
1.	\$
2.	\$
3.	\$
Promotional Items for Give Away	
1.	\$
2.	\$
3.	\$
Permanent Signage	
1.	\$
2.	\$
3.	\$
Uniform Apparel	
1.	\$
2.	\$
3.	\$
TOTAL EXPENDITURES	\$
APPLICANT(S) MATCH	\$
GRAPE & WINE COUNCIL FUNDS REQUESTED	\$

I have read the guidelines for this program and verify that all reported expenditures and reimbursement requests are accurate.

Signature: _____ Date: _____