

MCCARTY & ASSOCIATES<sup>LLC</sup>  
A M A R K E T I N G F I R M

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MCCARTY & ASSOCIATES  
CREATIVE GRANTS - 2008

AWARD CRITERIA:

1. Recipients must be a private not-for-profit organization and prove 501c3 status, and be based out of Mason County.
2. Work must fall within the 2008 calendar year.
3. Recipients must be requesting a meaningful strategic marketing plan, not to exceed the firm's value cap of \$3,000. Projects to consider for this grant include:
  - a. Branding Campaign
  - b. Fundraising Campaign
  - c. Membership Campaign
4. The grant recipient must agree that McCarty & Associates has full creative control within this process.
5. McCarty & Associates will retain ownership of all created work and plans.
6. The McCarty & Associates logo will appear as appropriate on all printed material created for the project for the recipient.
7. This grant is for consulting and creative work only, which includes concept development, and the corresponding management time for these functions. The grant does not include the cost for production of materials (design, printing, television, radio time, or mailings), or for expenses such as photography prints or photo shoots, mileage, or the cost for outside media sources needed for the project. McCarty & Associates will provide the vendors for these projects, but will not ask for donations toward the project on behalf of the grant recipients.

