

January 1, 2012

Dear *Signs of Support* Applicant:

Thank you for your interest in our Signarama-Peterborough's *Signs of Support* Program!

When we opened our business 7 years ago, it was part of our vision that we would be able to give back to our community in a meaningful way. *Signs of Support* is that vision brought to life.

With this program we hope to assist non-profit and charitable organizations to have a chance to replace or create new, effective and affordable signage for their mission. We are excited to be able to participate in this way, and to, ultimately, help so many people in our community who make Peterborough such a wonderful place to live.

In this application package you will find some simple instructions, an application, as well as individual request forms for the different types of signage we can provide. The following is a quick guide as to the "types" of signage we can provide:

FACILITY SIGNAGE – Examples: office door markers; vinyl lettering; interior directionals; parking signage; awards or recognition donor plaques; non-illuminated fascia (some restrictions may apply).

EVENT SIGNAGE – Signage that is used for an event such as a fund-raiser or activity – like easel signs, yard signs, decorative banners or displays, and other temporary and/or re-usable signage to help promote an event, or to provide logistics for such events.

Please consider your level of need prior to applying. We have limited funding and hope we can provide help to those of greatest need and with the most powerful impact. ***It is not our intent that organizations who already have funding for their signage needs apply for assistance.***

We encourage you to thoroughly read the application provided. If you have any questions, please do not hesitate to contact me personally at the number below.

DEADLINE FOR SUBMISSION: February 29, 2012

QUESTIONS?

Please call Debbie at (705) 742-9994 or email debbie@signaramapeterborough.com

Thank you for your interest and best wishes to you in your endeavors!

Debbie and Morgan Smith
Owners

Signarama – Peterborough
Signs of Support
Grant Program

Mission

We seek to support and strengthen local civic and charitable organizations with donations of signage, graphics, display and marketing products at partial or no cost. Any organization that is eligible may submit an application for their needs.

Eligibility

Local non-profit organizations
Local Affiliates of Registered Charities
Local Non-Governmental Civic Organizations
Peterborough Area Schools

(for our needs, “local” is defined as within a 20km radius of our store location)

Term

Grants must be applied for annually and are valid for the award year, and must be redeemed in the calendar year. Any unused grant funds are non-transferable to the following award year.

Types of Signage Requests

EVENT

Temporary/re-usable signage for a fund raising or resource building event in an indoor or outdoor environment.

FACILITY

Permanent or temporary signage for physical location of applicant. May include both interior and exterior needs.

(Applicants may apply for either or both types of grants.)

Assessment Criteria

Marketing Impact
Benefit to Community
Financial Request
Exchange offer or trade
Current customer with regular orders

SIGNS OF SUPPORT

Grant Levels***

POST

Applicant will receive 25% off of requested sign purchases up to award amount

PILLAR

Applicant will receive 50% off of requested sign purchases up to award amount

FOUNDATION

Applicant will receive 75% off of requested sign purchases up to award amount

FOOTING

Applicant will receive 100% off of requested sign purchases up to award amount

(***Please note that final artwork and/or logos, if applicable, must be supplied to Signarama, in ready to print format – ie: vector artwork; or formats such as ai., pdf., or eps. Signarama does provide a vectorizing/recreating and/or full design service for designs/logos, but a standard design charge will be in effect. Recipients of grant funds will be informed if there will be any such charges before production begins)

Signarama – Peterborough

Signs of Support
Grant Program

**For
Local Civic and Charitable Organizations**

Application and Signage Request Forms

January 2012

Return Application and Signage Request Forms to:

Signarama – Peterborough

774 Rye St. Unit 10

Peterborough, Ontario

K9J 6W9

(705)742-9994

(705)742-9967 fax

www.signaramapeterborough.com

debbie@signaramapeterborough.com

Owners

Debbie and Morgan Smith

Signarama

Where the World Goes for Signs

Your local source for:

Window and Door lettering

Banners

Vehicle lettering and wraps

Magnetic signs

Real Estate signs

Exterior signs

Full colour graphics

Trade Show Displays and Exhibits

Architectural and Way finding signage

Safety signs

Carved/routed signs

Sign Service and Maintenance

APPLICANT INFORMATION

Name _____

Address _____

City/Prov/PC _____

Phone _____ Fax _____

Email _____

Website _____

Contact Name _____

Organization's Managing Director _____

Are you a current customer of Signarama-Peterborough? _____

Do you have a National Affiliate? _____

If so – website address _____

Please describe your organization's mission. _____

Please list members of your Board of Directors.

Event Request Form

Name of Event _____

Type of Event _____

Date of Event _____

Location _____

Indoor Outdoor Both
(circle one)

Attendance Expected _____

Attendee Demographic (check all that apply)

- Corporate
- General Public
- Organization Sponsors or Benefactors
- Other

Opportunities for Signarama-Peterborough branding (check all that apply)

- Sponsorship of Event
- Tickets to Event (if applicable)
- Logo placement on signage
- Display of our logo banner
- Other

Please give us a description of this event and how this signage donation will assist your mission.

Facility Signage Request Form

Location of Building _____

Interior Sign Needs:

What surface do you intend to mount the sign to: Brick / Drywall / Tile /
Block / Concrete / Glass /Other _____

Quantity: _____

Description of Needs:

Exterior Sign Needs:

What surface do you intend to mount the sign to: Brick / Drywall / Tile /
Block / Concrete / Post/Glass /Other _____

Quantity: _____

Description of Needs:
