

# Ohio Grape Industries

---

*Cost Share Marketing  
and Promotion Program*



# Cost Share Marketing and Promotion Program

---

- What?

- *OGIC will reimburse 45% per winery or group, for valid, documented expenses that market and promote Ohio wines and grape products.*
- *Reimbursement not to exceed \$1,500 per fiscal year, will be awarded on a competitive basis with priority given to projects that impact multiple wineries.*



# Cost Share Marketing and Promotion Program

---

- Eligibility:
  - *All Ohio wineries holding valid Ohio A2 liquor permits and who make at least one wine using Ohio grapes or grape products*
- Reimbursement:
  - *Reimburse approved participants 45% of their eligible expenses for marketing and promotion of Ohio wines and grape products*



# Cost Share Marketing and Promotion Program

---

- Eligible Projects:
  - *Printed advertisements, i.e. flyers, brochures, cards, mailers*
  - *Point of sale materials*
  - *Newsletters, electronic or print*
  - *Website development and update*
  
- Non-Eligible Projects:
  - *Postage*
  - *Office equipment and supplies*
  - *Salaries and fringe benefits*
  - *Buildings, permanent displays other than road signage*
  - *Purchases of advertising on radio or television*
  - *Membership dues, subscriptions*



# Cost Share Marketing and Promotion Program

---

- Application

- *All wineries or groups of wineries wishing to participate must submit complete and accurate applications and a signed licensing agreement*
- *Two funding cycles –*
  - *July 1, 2007 through December 31, 2007*  
*(applications postmarked no later than June 15, 2007)*
  - *January 1, 2008 through June 30, 2008*  
*(applications postmarked no later than December 14, 2007)*







Ohio Grape Industries Committee  
Pilot Program  
Cost Share Marketing and Promotion Project  
Registration Form

Date Submitted:	Date Received by OGIC:	Employer Identification #
		Social Security # (if you do not have an EIN)

**Requested Amount:**

Applicant Information:		OGIC Tracking Number:	
Winery Name(s):			
Contact Person:			
Address:			
City	County	State	Zip
Phone:	Fax:	E-mail	

**Additional Participant Information**

If additional information needs to be submitted please attach a separate sheet with a typed list of all participants. Please include: Contact name, Business name, Address, City, State, Zip and Telephone.

Number of participating wineries:

**Funding:**

OGIC Funds requested:		Send this form and all requested documents to: <b>OGIC</b> 8995 East Main Street Reynoldsburg, Ohio 43068 Attn: M. Widner
Applicant's match: Cash		

I agree to comply with all logo guidelines as provided and program rules for the OGIC Cost Share Marketing and Promotion Program.

Signature	Date
Print Name	



# Cost Share Marketing and Promotion Program

---

- Logo Guidelines:

- *All projects must display the Ohio Wines logo in accordance with the established logo guidelines. In addition, the Ohio wines logo must appear on all printed materials, advertisements, brochures, or similar collateral materials for the event/project*
- *Failure to meet these conditions will result in rejection of the request for reimbursement*







**Ohio Grape Industries Committee  
Pilot Program  
Cost Share Marketing and Promotion Project  
Licensing Agreement**

Licensee: \_\_\_\_\_

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Ohio Grape Industries Committee:**

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_(Licensee)  
Name of Winery/Organization  
Requests of the Ohio Grape Industries Committee (OGIC) a nonexclusive, nontransferable right to use the slogan *Ohio wines...Love at first sip* © (the Slogan) and its accompanying authorized logo treatments for marketing and promotion activities as set forth in the Ohio Grape Industries Committee Cost Share Marketing and Promotion Pilot Project on a royalty-free basis. Licensee shall use the Slogan in connection with the program/project approved for reimbursement through the cost share project.

Licensee acknowledges that OGIC is the owner of all rights in the Slogan and that all use of the Slogan by Licensee shall inure to the benefit of the Ohio Grape Industries Committee and the Ohio wine industry.

Licensee agrees that the nature and quality of all goods and services offered by it in connection with the Slogan as well as all other uses of the Slogan, including advertising, shall conform to the standards set by the OGIC Guidelines for use of the Slogan, and shall conform to the Code of Advertising Standards established by the Wine Institute, [www.wineinstitute.org](http://www.wineinstitute.org).

Licensee shall indemnify OGIC against and hold OGIC harmless from any and all claims, actions, damages, costs, and attorney's fees arising out of use of the Slogan in connection with Licensee's goods and services.

This License shall expire on December 31, 2005 and may be terminated at any time prior to said date by either party upon thirty (30) days written notice to the other.



Ohio Grape Industries Committee, 8995 East Main Street, Reynoldsburg, Ohio 43068



## Request for Taxpayer Identification Number and Certification

Give form to the requester. Do not send to the IRS.

Print or type  
See Specific Instructions on page 2.

Name (as shown on your income tax return)

Business name, if different from above

Check appropriate box:  Individual/Sole proprietor  Corporation  Partnership  Other  Exempt from backup withholding

Address (number, street, and apt. or suite no.)

City, state, and ZIP code

List account number(s) here (optional)

Requester's name and address (optional)

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number								

or

Employer identification number								

**Note.** If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

### Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

**Sign Here** Signature of U.S. person ▶

Date ▶

### Purpose of Form

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

**U.S. person.** Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

For federal tax purposes you are considered a person if you are:

- An individual who is a citizen or resident of the United States,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, or

- Any estate (other than a foreign estate) or trust. See Regulations sections 301.7701-6(a) and 7(a) for additional information.

**Foreign person.** If you are a foreign person, do not use Form W-9. Instead, use the appropriate Form W-8 (see Publication 515, Withholding of Tax on Nonresident Aliens and Foreign Entities).

**Nonresident alien who becomes a resident alien.**

Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a "saving clause." Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the recipient has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items:

1. The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
2. The treaty article addressing the income.
3. The article number (or location) in the tax treaty that contains the saving clause and its exceptions.



# Cost Share Marketing and Promotion Program

---

- Reimbursement Procedure:
  - *When approved project is complete, fill out the Reimbursement Request form indicating the total amount spent on the project.*
  - *Each request must be accompanied by a “PAID” invoice and a copy of the correct supporting documentation as follows:*
    - *Print advertising*
    - *Direct Mail*
    - *Point of Sale Pieces*
    - *Website*
    - *Printed Pieces*





**Ohio Grape Industries Committee  
Pilot Program  
Marketing and Promotion Reimbursement Program  
Reimbursement Form**

**Participant Information:**

Winery/Project Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Tax Id Number \_\_\_\_\_

Primary Contact (name) \_\_\_\_\_

**Reimbursement Request:**

Expense description	Total Cost	Reimbursement
<b>Totals</b>		

*Not to exceed \$2,500*

**Items to attach:**

1. Tear sheets from newspapers, magazines and other print materials.
2. Complete invoices for advertisements /services and or/purchases.
3. Ten of each item printed/produced for project/event.
4. For events, please provide attendance records, paid and unpaid.

**You have until October 15, 2005 to submit your reimbursement request.**

The attached documentation is true and accurate to the best of my knowledge.

Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

Title: \_\_\_\_\_



# Cost Share Marketing and Promotion Program

---

- Unique Project Ideas:
  - *Radio Advertisements – work with local radio station(s) to promote wines, winery views, special event at winery, etc.*
  - *Billboard Advertisements - if placed at a busy intersection or highway this is an effective way to promote your winery to thousands of drivers*





# Cost Share Marketing and Promotion Program

---



## Unique Project Ideas:

- Create in-store displays or signage
- *Wine Glasses for Tastings – place the logo on the wine glasses you use in your tasting room or that you offer as part of a tasting package*

