

STATE OF NEVADA

KENNY GUINN
GOVERNOR



DELOYD SATTERTHWAITE, *CHAIRMAN*
BENNY ROMERO, *VICE-CHAIRMAN*

NEVADA RANGELAND RESOURCES COMMISSION

350 Capitol Hill Avenue
Reno, Nevada 89502-2923
Telephone: 775-688-1180 ~ Fax 775-688-1178

Procedure for Applying for Funding/Post-Funding Reporting and Acknowledgement

Nevada Rangeland Resources Commission

Applying for Funding:

1. Contact the NRRC office to determine the timeframe for the next Commission meeting at which funding applications will be accepted. The Commission will send applicants a packet including application and a copy of Commission goals for the year. Completed applications will be due to the Commission offices three weeks prior to the Commission meeting at which your proposal will be reviewed.
2. Answer the application completely, attaching back-up and other justification documents as requested. If one of the questions is not relevant to your project, answer it as such and indicate why.
3. Complete the answers to the application questions on 8.5X11" standard paper, typewritten. Elaborate presentations and packaging are not expected or necessary.
4. Provide 10 copies of the completed application with back-up attachments to the Commission office by the deadline referenced above in point 1.

Appearing before the Commission to Discuss Your Proposal:

1. Once it is determined that your application can be reviewed by the Commission, you will be notified by the NRRC office of the date, time and location of the Commission meeting at which your proposal will be discussed. You will be notified of the amount of time scheduled on the agenda for your application. Your attendance is not mandatory but is highly recommended.
2. At the Commission meeting, come prepared to discuss your application and answer questions. A decision may or may not be made at the meeting your application is discussed. If circumstances dictate, you may be asked to revise your proposal or provide more information at a future meeting.
3. If you are awarded funding for your application proposal, you will be asked to have an authorized agent of your company sign a contract indicating deliverables, timeline and payment schedule. You will be asked to provide an invoice for each phase of funding required for your project as noted in your application, or as negotiated with the Commission. You will need to attach copies of invoices for your hard costs from your sub-contractors and vendors, such as printing or media placement. If you are provided advance funding, you may be required to provide a guarantee, bond or other method of ensuring return of funds in the case you do not perform the entire project for which you have already received funds.

Requirements for Reporting Progress on your Project:

1. You will be required to provide written updates to the Commission office at least once during the progress of your project, well before completion. The updates must include:
 - a. progress against the timeline;
 - b. results against your stated objectives;
 - c. actual expenditures against stated budget;
 - d. any problems, issues or deviations from what you have indicated you would do in your application.
2. Depending on the scope, expense and timeframe for completion of your project, you may be requested to provide this update in person at a Commission meeting during the course of your project.
3. At the end of your project you will be asked to provide a final report (in writing at minimum, and potentially in person at a Commission meeting) detailing:
 - a. how the actual timeline compared to that in your application;
 - b. your actual results against your stated objectives and how you have measured them and/or intend to continue to measure them;
 - c. actual expenditures against stated budget;
 - d. any problems, issues or deviations from what you have indicated you would do in your application;
 - e. proof of your acknowledgement of the NRRC as indicated below.

Acknowledging the NRRC on Funded Projects:

1. If the NRRC funds a project, you will be required at minimum to include acknowledgement/explanatory language about the NRRC, to be provided by the NRRC, as well as include their official logo and tag line, as well as other information as required by the NRRC (may include a web site address or phone number, for example).
2. You are encouraged to propose and – if approved – use other means of acknowledging funding from the NRRC and further the awareness of NRRC's efforts and goals.

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Application for Funding Marketing, Advertising or Communications Projects

Nevada Rangeland Resources Commission

Please provide answers to all questions below on standard 8.5 X 11” sheets, typewritten. Elaborate presentations and packaging are not expected or necessary. If a question is not applicable to your project, please indicate that and explain why.

Background information:

1. Name and address of organization/business requesting funding:
2. Contact information: name, title, address, phone number, fax number and email address of contact person, and his/her relationship to organization requesting funding:
3. Brief history of requesting organization/business, including length of time in business:

The project:

1. Brief description of the project (1 to 2 paragraphs), including a list of “deliverables” provided at the end of the project.
2. Budget for the project being requested (include details for both fees and hard costs).
3. Outline your detailed timeline for project. Include at a minimum, the date(s) you require funding, start date of project, dates you anticipate having components for the Commission to review, completion date, and date that your post-project evaluation will be provided to the Commission.
4. Who is the primary audience this project is intended to reach (be specific: by type of population – ranching industry vs. non-ranching industry, geographic region, age, gender, occupation, etc. – as specific as you can define it). Why did you choose them to target?

5. Who is the secondary audience(s) (if any) this project is intended to reach (again be specific)? Why did you choose them as a target?
6. What is the objective(s) of this project?
7. How do you intend to measure and report to the Commission the results and effectiveness of the project against the objective(s)?
8. If the project involves distribution of a message, ad, communications tool, etc., describe the distribution plan (i.e. how you intend to distribute a brochure or ad, place advertising, distribute a publication, etc.). If the project involves proposed media placement, attached proposed media plans with reach, frequency and cost per point, or cost per thousand (the cost to reach 1000 people in your target audience) information as needed. Or attach direct mail list distribution, publication circulation details.
9. Given your budget and the audience you intend to reach, please estimate the cost per person per instance of “reaching” them through this program.
10. In addition to the required methods of acknowledging funding from the NRRC noted in the funding procedure, what additional methods might you propose to use to acknowledge funding from the Commission for your project?
11. Please provide brief biographies of the project manager and other key staff members for this project, including prior experience relevant to projects of this type.

If you require some or all funding before the beginning of your project, and if you are for some reason unable to complete the project, describe how you will ensure return of unused funds to the NRRC (posting a bond for the amount in question, establishing a joint holding account, etc.).