

SAS Entrepreneurial Program (SASEP) Marketing Award Application Instructions

Please submit the following information in an MS Word or Adobe Acrobat file.

1. Applicant Information

Name(s)

Department(s)

Affiliation(s) (optional)

Proposal Title

2. Program Description [maximum of 250 words]

Please describe the program that you wish to promote.

3. Project Proposal [maximum of 500 words]

In your proposal, please address the points below:

- a. *Describe, to the best of your knowledge, the current and potential markets for this program in terms of size, demographics, etc.*
- b. *Describe the competition for this program (both internal and external).*
- c. *Describe how you have promoted this program in the past.*
- d. *Describe how you intend to use the grant to promote the program through advertising, public relations, events, etc.*

4. Financial Information

We are prepared to fund awards up to \$5,000 to support marketing efforts. Preference will be given to proposals supported by matching funds from their departments or other sources. Please develop a budget for the following items.

- a. *Itemized anticipated expenses (creative development, placement costs, etc.).*
- b. *Source and amount of matching funds.*
- c. *Amount requested from SAS.*

Completed applications should be submitted electronically (MS Word or Adobe PDF) to the appropriate Department Chair or CBI Director. Department Chairs and CBI Directors should submit applications electronically to Chris Scherer (cscherer@sas.rutgers.edu).