ITC GRANT PROGRAM – QUICK REFERENCE - RULES

Common Program Rules

Common Rules	What to Look For
Supporting Documentation	Should be in a single PDF file, and in order of the Summary workbook
Summary Workbook Spreadsheet Line Items	Each line should have a date, invoice number, total amount, reimbursement amount, cash match amount & proof of payment for Cash Match, Admin Wages/Salaries, and Overhead
Cash Match	If applicable, ensure it doesn't exceed the sponsorship amount; requires proof of payment
Logo	Must follow the ITC Grant Logo guidelines to be reimbursed; all advertising must have a logo, including internet; not required on state-sponsored co-op projects.
Overhead	Allowable/reasonable costs only; no late fees; cost/item needed to do business; requires proof of payment
Proof of Payment	Matches Spreadsheet Line Item; bank statement, canceled check, vendor invoice/statement showing payment; required for cash match, admin wages, and overhead submissions
Proration	Confirm the cost falls within the grant cycle; prorate based on time remaining in the grant cycle
Travel Guidelines: Per Diems & Mileage	$58/day in state; $68/day out-of-state; unless the Federal GSA per diem allowance for the location is higher; include copy of GSA rate schedule; mileage = .67 cents per mile
Sponsorship Cash Match	If sponsorship cash match is requested, the match amount does not exceed the amount sponsored; reimbursement cannot be more than sponsorship; 1/5 ratio on FAM travel
Wages/Salaries	Only one admin allowed per grant; hours must be grant-specific; hours are allowable; admin wage verification; requires proof of payment

ITC GRANT PROGRAM – QUICK REFERENCE – REIMBURSEMENT REQUIREMENTS

Common Reimbursement Requirements

REIMBURSEMENTS	
For Reimbursement of…	**Submission:**
ADVERTISING	
Marketing Placement:	Allowable cost within the projected budget and grant guidelines. If the marketing item appears to have ad sales, a correct revenue/income report is included
AUDIO: Radio, Podcast, Etc. Production Cost	• Invoice from vendor detailing production costs. Supporting documents to be kept on file by the grantee. • If other businesses are mentioned, a list of advertising partners and the amount each contributed.
AUDIO: Radio, Podcast, Etc. Airing the production	• Electronic copy of script affidavit or copy book identifying the station, notarized script, and number of spots from the broadcaster.
COLLATERAL MATERIALS (brochures, visitor guides, rack cards, posters, flyers, pamphlets) Production costs	• A detailed list of any partners/advertisers and their monetary contribution (invoices to advertisers to be kept on file). • Invoice from vendor. • Electronic copy of the printed material OR ad One eligible per grant.
DIRECT MAIL AND EMAIL MARKETING CAMPAIGNS Production cost	• Invoice from vendor (if applicable). • Electronic copy (printed material) OR ad approval.
DIRECT MAIL AND EMAIL MARKETING CAMPAIGNS Mailing list	•Invoice from vendor.
DIRECT MAIL AND EMAIL MARKETING CAMPAIGNS	• Bulk mailing invoice or receipt from carrier showing postage amount and number of pieces

Mailing costs	mailed. • Keep individual receipts on file.
INTERNET: Internet Ads, Digital Ads, Newsletters Ad design cost	• Invoice from vendor and supporting documents to be kept on file by the grantee.
INTERNET: Internet Ads, Digital Ads, Newsletters Online ads linked to a page displaying the ITC logo	• Invoice from vendor. • Copy of Ad Approval email.
PRINT: Magazine and Newspaper: Cost of ad design	Invoice from vendor.
PRINT: Magazine and Newspaper: Ad placement costs	• Insertion order or invoice from publisher with publication date(s). • Co-op partners' contribution, if applicable, must be documented on all requests. • Copy of Ad Approval email OR tear sheet.
SIGNS, BILLBOARDS, ADVERTISING SPECIALIST, ETC. Design, Production, and Installation	• Invoice from vendor or service provider. • Copy of Ad, Ad Approval, or Billboard.
VISUAL BROADCAST: TV, Video, Podcast, Webcast, Etc. Production costs	• Invoice from vendor detailing production costs. Supporting documents to be kept on file by the grantee. • Cooperating partners' cash contribution to the project (if applicable).
VISUAL BROADCAST: TV, Video, Podcast, Webcast, Etc. Airing the production	• Copy of the invoice with a summary of the dates and times the ad ran. The master run log is to remain on file with grantee. • Copy of Ad Approval.
WEBSITES Website Design and Programming	• Invoice from designer/programmer. • Website address and screenshot verifying ITC logo. • Supporting invoices for digital maps, photos, etc., to be kept on file by the grantee.

SPONSORSHIPS	
Financial sponsorship of a major event	An agreement between the grantee and the event promoter indicating that the grantee and ITC grant logos will appear in print, television, radio, and web advertising for the event.
TRADE AND TRAVEL SHOWS	
Registration	Copy of the completed registration form showing show dates and booth costs; copy of the agenda
Shipping brochures and other literature	Shipping service invoice (if applicable)
Shipping the booth	• Shipping service invoice (if applicable) • Excess baggage receipt with a note indicating the baggage was for the trade show booth
Furnishings, electricity, wireless service, business card scanners, and other booth-related expenses	Invoices from vendors with the name and dates of the show indicated or written in by grantee
Handling charges by the hotel or the show	Receipts