FY25 Trusted Choice State Association **Matching Grant**

The state association grant program was developed to recognize and foster the critical role of Big “I” state associations in supporting Trusted Choice and the agencies participating in the brand program. The funding will be awarded to IIABA state associations based on the criteria below, on a **first-come, first-served basis**.

Trusted Choice reserves the right to consider and weigh the criteria individually for each grant applicant, to evaluate the information provided and request additional information it deems necessary from each grant applicant.

# CONSUMER GRANT IMPORTANT NOTE FOR 2025 GUIDELINES

* For 2025, the maximum amount that will be awarded for a matching grant will be

**$60,000**. There is no minimum.

* Available grant funds are limited. It is the Grants Committee’s charge to ensure that the grants being approved offer the most efficient use of the limited funds available to maximize the exposure for our brand. Therefore, the Grants Committee reviews all submitted grant applications based on overall brand impact, impressions, awareness, and effectiveness. There will be focus placed on consumer advertising activities with measurable results in either consumer brand awareness or lead generation.
* The 2025 program will begin in November of 2024 and run on the September 1, 2024 through August 31, 2025 calendar.

Trusted Choice State Association **Matching Grant** Funding Formula for 2025

|  |  |  |
| --- | --- | --- |
| **State Matching Grant Formula**  **Contribution** | **State Contribution** | **Trusted Choice Contribution** |
| Tier 1 - 200% Match | $ 10,000.00 | $ 20,000.00 |
| Tier 2 - 100% | $ 10,000.00 | $ 10,000.00 |
| Tier 3 - 50% | $ 30,000.00 | $ 15,000.00 |
| Tier 4 - 25% | $ 60,000.00 | $ 15,000.00 |
|  | **$ 110,000.00** | **$ 60,000.00** |

Trusted Choice State Association **Matching Grant** Criteria

1. All matching grant programs must focus on **consumer advertising campaigns that will enhance awareness of Trusted Choice and the Trusted Choice agencies in the state**.
2. Eligibility for a Trusted Choice consumer advertising grant is open to all state associations.
3. Grant funds will be awarded only for approved consumer advertising that occurs between **September 1, 2024 and August 31, 2025**, and grant applications must be submitted/approved prior to the advertising taking place, or grant funds cannot be guaranteed.
4. The consumer advertising must include the Trusted Choice website ([TrustedChoice.com](http://www.trustedchoice.com/)), or a reference to it, to direct consumers to find their local Trusted Choice agent.
5. Grant funds cannot be used for Trustedchoice.com state SEO programs.
6. States with local associations may apply for grant funds on their behalf, however the local grant will reduce the amount of grant funds the state is eligible to receive by the amount of the local grant. The local grant will also need to satisfy the matching criteria of the respective state and Trusted Choice. In addition, local associations must have the application approved by the state association prior to submitting the application to Trusted Choice.
7. Neighboring states who share a media market may apply collectively for a grant. Media market grants will follow the same matching formula as a state specific grant and each state’s contribution to a media market grant must be outlined in the application. States participating in a media market grant remain eligible for a state specific grant however the amount they are eligible to receive will be reduced by their matched portion of the media market grant.
8. Trusted Choice grants are offered on a first-come, first-served basis. Once grant funding is depleted for the 2025 fiscal year, no additional grant proposals will be considered.
9. Trusted Choice reserves the right to share any grant application to foster idea sharing and collaboration among state associations and partner companies.

Contact Kasey Connors at [Kasey.connors@iiaba.net](mailto:Kasey.connors@iiaba.net) or Mia.McGowan@iiaba.net with any questions about this Trusted Choice state association grant program.