

TOWN OF DOVER

102 Route 100
Dover, VT 05356

2021 DASP Program – Dover Advertising Support Program Effective July 1, 2021

DASP is an initiative intended to assist local businesses with the cost of national, regional and/or local advertising campaigns with the goal of increasing business.

DASP is funded annually through an appropriation of local option sales tax revenue and distributed quarterly on a first come, first served basis to submissions that meet the eligibility requirements and fulfill the program guidelines.

Eligibility:

Any business meeting the following requirements may submit for DASP rebates:

- Must be a profit seeking business (other organization requests will be considered on a case by case basis) operating legally in Dover, Vermont.
- Organizations should have an annual advertising minimum spend of \$500.00.
- Multi related businesses will be treated as a single business.

Businesses not eligible for DASP funding include:

- Those that discriminate because of race, color, creed, gender, national origin, or limit participation.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
- Fraternal organizations, churches or church-related groups with proposals that promote religion or an individual doctrine, and schools and school related organizations.

Advertising Projects & Uses of DASP Funds:

Eligible businesses may submit ads meeting the following requirements:

- Ads must contain the Dover logo (available at www.doververmont.com/marketing).
- Radio/TV/etc ads must include the recognition statement **'Sponsored in part by the Town of Dover'**.
- Local area ads are eligible but digital, regional or national ads are encouraged.
- DASP Funds are to be used exclusively for the direct cost of advertising specifically designed to increase business in Dover. They may not be used to pay salaries, dues, employee benefits, equipment purchases, rent, travel and entertainment, shipping or postage, shipping insurance, invitations, greeting or note cards, books, or the administrative or fixed overhead expenses of running an organization such as the routine expenses of operating or maintaining a website or business cards.
- Traditional ad formats are eligible for a reimbursement of 40% and examples include: newspapers, magazines, rack cards distributed in public locations, tradeshow displays, radio and tv ads.
- Digital ads are eligible for a reimbursement of 50% and examples include: Google Ad Words, Facebook and Instagram sponsored posts.

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Submission and Payment Process:

- There is no application; just meet all program requirements in your submission. Awards are based on funding availability and may be exhausted or suspended at any time. Failure to submit all supporting documentation will result in forfeiture of funds.
- Submissions may be sent the following ways:
 - Via email to Shannon Wheeler at econdev2@doververmont.com
 - Via mail to: Town of Dover, attn: Shannon Wheeler, PO Box 428, West Dover, VT, 05356.
 - Dropped off in person to the Town Offices, 102 Route 100, West Dover, VT 05356 during open hours.
- Your submission must:
 - Include a copy of the advertising material with publication and date showing the town logo (or reporting showing the number of clicks/impressions, etc.; for online campaigns).
 - Include a copy of your paid invoice.
 - Be submitted no later than 90 days after the ad run date (or paid invoice for annual campaigns). It is the responsibility of the business to submit all materials in the allotted time.
- Rebate will be paid within 30 days of receipt if all criteria have been met and program is accepting submissions.
- *The Town of Dover reserves the right to deny any submission that involves objectionable or inappropriate messaging *

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