

Meriden Business Boost **Marketing Grant Program**

A SPECIAL PARTNERSHIP BETWEEN



Record-Journal



July 19, 2021

The Objective

To help as many Meriden businesses as possible recover and thrive as the community emerges from the pandemic by providing high impact multimedia marketing grants, including print, digital, email, social media and video marketing

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The Plan

Meriden Business Boost Marketing Grant Program



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- **Partnership:** A powerful partnership between The City of Meriden, the Record-Journal and the Midstate Chamber of Commerce will provide grants for customized multimedia marketing solutions to 150+ Meriden businesses
- **Funding:** Each \$4,000 marketing grant per business is to be used over a 2-4 month period
 - \$2,000 of funding for each business' marketing campaign will be paid to the Record-Journal from The City of Meriden's federal funding
 - \$2,000 of funding for each business' marketing campaign will be matched by the Record-Journal's Advertising Match Program
- **Phase #1**
 - Total Meriden businesses to receive marketing grants: **150 businesses**
 - \$2,000/business for a total of \$300,000 from The City of Meriden's federal funding
 - \$2,000/business for a total of \$300,000 from the Record-Journal
 - **Total Free Marketing Provided to 150 Meriden Businesses: \$600,000**
- **Phase #2**
 - Upon success of Phase #1, we are prepared to offer the program to many additional Meriden businesses
- **Chamber Benefit:** The Midstate Chamber of Commerce will provide a \$50 discount for new Midstate Chamber members or a \$50 credit for existing chamber members to use towards advertising

Meriden Business Boost Program

Two Scenarios

	Scenario #1	Scenario #2
Federal Funding from City for Marketing Per Business	\$2,000	\$2,000
Record-Journal Matched Marketing Funding Per Business	\$2,000	\$2,000
Total Free Marketing Per Business to be used over 3-6 months	\$4,000	\$4,000
Total Businesses	150	100
Total Federal Funding from City for Marketing for Meriden Businesses	\$300,000	\$200,000
Total Record-Journal Matched Funding for Marketing for Meriden Businesses	\$300,000	\$200,000
Total Free Marketing Provided to Meriden Businesses	\$600,000	\$400,000



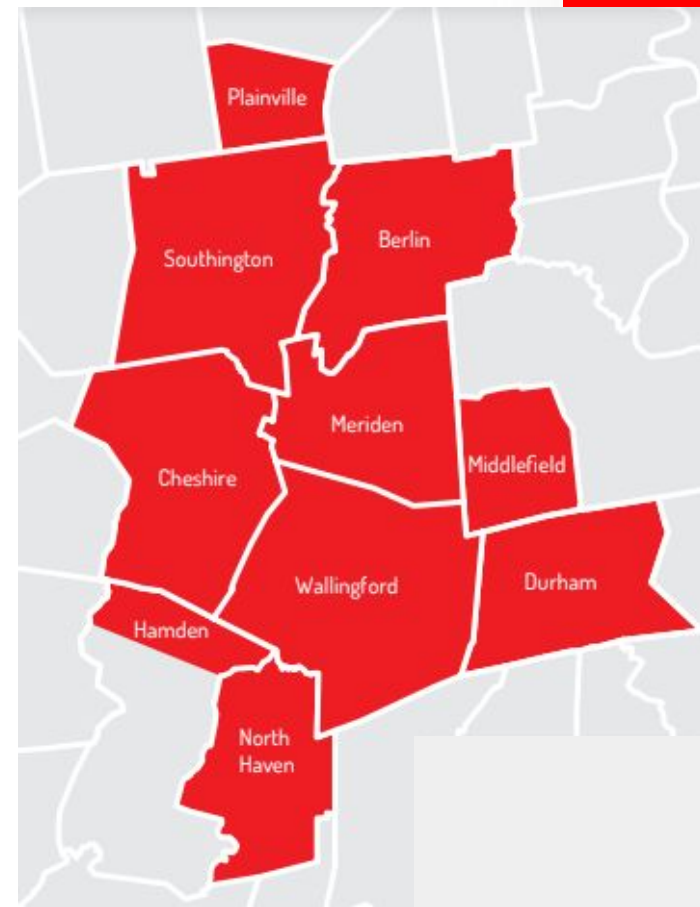
Promotion of the Program

RJ Media Group will promote the Meriden Business Boost program at no cost to the City to

**265,000 local people via print, digital, email and social media,
reaching 100% of the homes in 9 towns through the channels below.**

The marketing of this program is solely funded by RJ Media Group.

- Print advertisements in all of RJ Media Group newspapers: the Record-Journal, The Post, The Cheshire Herald, Berlin Citizen, Cheshire Citizen, Plainville Citizen, Southington Citizen, North Haven Citizen & the Town Times
- Targeted email blasts to the business owners in the Record-Journal database
- Targeted email marketing to Meriden business owners
- Social media promotion on the Record-Journal Facebook page
- Digital impressions on myrecordjournal.com
- Targeted digital display ads to Meriden business owners
- In partnership with the City of Meriden's Economic Development Department
- In partnership with the Midstate Chamber of Commerce



Promotion of the Program

ATTENTION: Meriden Business Owners



Meriden Business Boost Marketing Grant Program



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Record-Journal



The City of Meriden, Record-Journal & Midstate Chamber of Commerce have partnered in an effort to help our local business community grow after the pandemic by providing

\$300,000 total in grants to 150 businesses.

Let us help you grow your business through comprehensive and impactful marketing!

DON'T WAIT!
A limited number of grants are available.

Apply Today!

Learn more and apply now at
myrecordjournal.com/meridengrant



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Midstate Chamber of Commerce
Record-Journal

The City of Meriden, Record-Journal & Midstate Chamber of Commerce have partnered in an effort to help our local business community grow after the pandemic by providing **\$300,000 total in grants to 150 businesses.**

JOHN SMITH
John's Automotive Detailing
123 Main Street, Meriden, CT

“Erum labo. Xerio bea volut licae et pa a nos nullant lab is magnimincit dignientem quamentur molut dis quias am expe dolluptat labo. Or sit aut res et, aut voluptae sitat et quas reat, sit el ersperc iariate valoria dolorro cum imet que plandem. Nemoloreit ulpa consequiae volorer endistatate.”



JANE SMITH
U.S. Supply House
60 Research Parkway, Meriden, CT

“Erum labo. Xerio bea volut licae et pa a nos nullant lab is magnimincit dignientem quamentur molut dis quias am expe dolluptat labo. Or sit aut res et, aut voluptae sitat et quas reat, sit el ersperc iariate valoria dolorro cum imet que plandem. Nemoloreit ulpa consequiae volorer endistatate.”



JANE SMITH
U.S. Supply House
23 Main Road, Meriden, CT

“Erum labo. Xerio bea volut licae et pa a nos nullant lab is magnimincit dignientem quamentur molut dis quias am expe dolluptat labo. Or sit aut res et, aut voluptae sitat et quas reat, sit el ersperc iariate valoria dolorro cum imet que plandem. Nemoloreit ulpa consequiae volorer endistatate.”

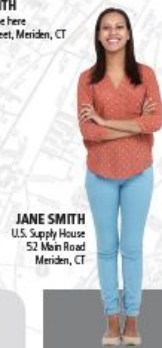


JOHN SMITH
Business name here
123 Main Street, Meriden, CT

“Erum labo. Xerio bea volut licae et pa a nos nullant lab is magnimincit dignientem quamentur molut dis quias am expe dolluptat labo. Or sit aut res et, aut voluptae sitat et quas reat, sit el ersperc iariate valoria dolorro cum imet que plandem. Nemoloreit ulpa consequiae volorer endistatate.”



JOHN SMITH
Business name here
123 Main Street, Meriden, CT



JANE SMITH
U.S. Supply House
52 Main Road, Meriden, CT

“Erum labo. Xerio bea volut licae et pa a nos nullant lab is magnimincit dignientem quamentur molut dis quias am expe dolluptat labo. Or sit aut res et, aut voluptae sitat et quas reat, sit el ersperc iariate valoria dolorro cum imet que plandem. Nemoloreit ulpa consequiae volorer endistatate.”



JANE SMITH
U.S. Supply House
60 Main Road, Meriden, CT

JOHN SMITH
Business name here
123 Main Street, Meriden, CT



“Erum labo. Xerio bea volut licae et pa a nos nullant lab is magnimincit dignientem quamentur molut dis quias am expe dolluptat labo. Or sit aut res et, aut voluptae sitat et quas reat, sit el ersperc iariate valoria dolorro cum imet que plandem. Nemoloreit ulpa consequiae volorer endistatate.”

Apply Today!

Let us help you grow your business through comprehensive and impactful marketing! Learn more and apply now at

myrecordjournal.com/meridengrant

Expected Outcomes Based on Recent Success

Meriden Business Boost Marketing Grant Program



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- Drive results and help the Meriden business community recover and thrive by:
 - increasing awareness
 - generating new customers
 - growing revenue
- We enthusiastically anticipate similar success to the **United Way Partnership Marketing Grant Program** we implemented with 40 local nonprofits in the summer of 2020, including driving awareness, donations, volunteers and program sign ups.



Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

Meriden Business Boost
Marketing Grant Program



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- May 2020: Record-Journal received a \$100,000 grant from Facebook and committed to using it to helping our local community
- Record-Journal partnered with the United Way of Meriden and Wallingford to provide **free marketing campaigns to 40 local nonprofits** during the pandemic using a portion of the Facebook grant
- June-August 2020: Each of the 40 local nonprofits received a \$3,000 free marketing grant and a Facebook Live video with the Record-Journal
 - \$1,000 of funding for advertising came from the Facebook grant
 - \$2,000 of funding was free double matched advertising provided by the Record-Journal's Advertising Match Program
 - Facebook Live Video during #RJSupportLocalLive Week of Giving
 - **\$120,000 Total Advertising provided to 40 local nonprofits**

Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

Survey Results

- Was the Record-Journal Marketing Grant Program positive for your organization?
 - 100% said yes
- In the future, would you be interested in the same or similar program if it were to be offered again?
 - 100% said yes
- What results or impact did the advertising generate?
 - Donations
 - New Volunteers
 - Positive feedback from the community
 - Awareness



Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

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Testimonials

“The Record-Journal has been an incredible community partner, particularly during the pandemic. They have leveraged resources to support our local non-profits with marketing campaigns. Those campaigns have allowed us to inform our community about the wonderful resources that we have to offer. This generous contribution also helped with our fundraising initiatives and the recruitment of volunteers. With projects like this everyone wins, the non-profits and the community at large.”

- **Maria Campos-Harlow, Executive Director of United Way of Meriden and Wallingford**



Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

Meriden Business Boost Marketing Grant Program



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Record-Journal



Testimonials

“The Record-Journal team is incredible to work with. This advertising allowed us the ability to promote the Meriden-New Britain-Berlin YMCA and all of our offerings to our communities. The Record-Journal’s support and dedication is greatly appreciated!”

- John Benigni, CEO of Meriden-New Britain-Berlin YMCA



Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

Meriden Business Boost Marketing Grant Program



A SPECIAL PARTNERSHIP BETWEEN

Record-Journal



Testimonials

"The RJ staff were very easy to work with, and assisted us in our areas of deficiency."

- Larue Graham, Executive Director of Boys and Girls Club of Meriden



Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020 Testimonials

"There are not enough words of thanks to express our gratitude to the Record Journal for all of the in-kind advertising support given to Girls Inc. especially during the trying times of COVID. Working with the staff who did a phenomenal job creating an ad that was professional and creative was such a wonderful experience. As a smaller non-profit without this donation we would have never been able to on our own advertise to this magnitude. This generosity from the Record-Journal goes to show how during difficult times the community rallies together to support one another. Thank you so much for helping Girls Inc. spread our mission of inspiring all girls to be Strong, Smart, and Bold we are so lucky to have such a vested partner not only for our mission but our greater community as a whole."

- Michelle Bourdeau, Executive
Director of Girls Inc. of Meriden

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Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

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Testimonials

"So pleased our local newspaper had the sensitivity and vision to offer a fabulous advertisement program for nonprofit agencies. This program not only helped nonprofits highlight their services but also shined a light on where community residents could find help and resources during this global health crisis."

- Gail Powell, Board Administrative Service Director of Master's Manna

Master's Manna
Building a Stronger Community Together

In the Meriden/Wallingford Area

We'd like to thank everyone for the donations...
*But we need your **HELP!***

We accept

- Food
- Time
- Charitable Donations

Master's Manna addresses the causes & effects of food insecurity in Wallingford and Meriden.

LEARN MORE ►

Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

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Testimonials

"It was an absolute delight working with the creative and professional Record-Journal team on this grant! The Spanish Community of Wallingford and several nonprofit organizations, were able to advertise updates and news to multiple towns at no cost. A big thank you to everyone at the Record Journal for their generosity and support!"

- Adriana Rodriguez, Executive Director of Spanish Community of Wallingford

Moving the Community Forward Together!
¡Haciendo Avanzar a la Comunidad Juntos!

SPANISH COMMUNITY OF WALLINGFORD



Contact us today to help us continue
#Movingforwardjuntos by DONATING!

Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

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Record-Journal



Testimonials

"STS benefited greatly from the free advertisement offer. We recruited 5 volunteer drivers for our program."

- Nancy Morrissey, Executive Director of Senior Transportation Services

VOLUNTEER DRIVERS NEEDED



Senior Transportation Services, Inc. is looking for safe, reliable volunteers willing to use their own car to help some of Berlin, New Britain, Meriden, Wallingford, Southington & Plainville's elderly residents get to medical appointments in the area.

We invite you to help your neighbors!



SENIOR TRANSPORTATION SERVICES, INC
Call: 860-224-7117
Online: www.seniorrides.org
Email: Seniortransitationservices@yahoo.com

Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

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Testimonials

"It was an absolute pleasure working with the Record-Journal team on this grant. The Cove Center for Grieving Children was able to have exposure to multiple towns in our area and we need the exposure as we do not have a marketing budget. Without this type of support, we would not be able to get the this type of publicity. Thank you for providing this support!"

- Allison Gamber, Executive Director
Cove Center for Grieving Children



Caring Connection Program

We would love to provide resources for support in a sea of uncertainty. Please contact us at info@covect.org to be connected to Donna Nickdow, LCSW and Director of Camp Erin CT.

You may also call our main office at (203)634-0500 and leave a voicemail and we will get back to you as soon as we are able.

Recent Success Story: United Way Partnership Marketing Grant Program in Summer 2020

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Testimonials

"We reached a number of new community members who participated in our program. Many of these people were new to town or had never heard of the Coalition prior to this ad campaign."

- Victoria Schunmann, Program Director of Coalition for a Better Wallingford



Record-Journal Recognized Locally & Nationally for the United Way Partnership Marketing Grant Program

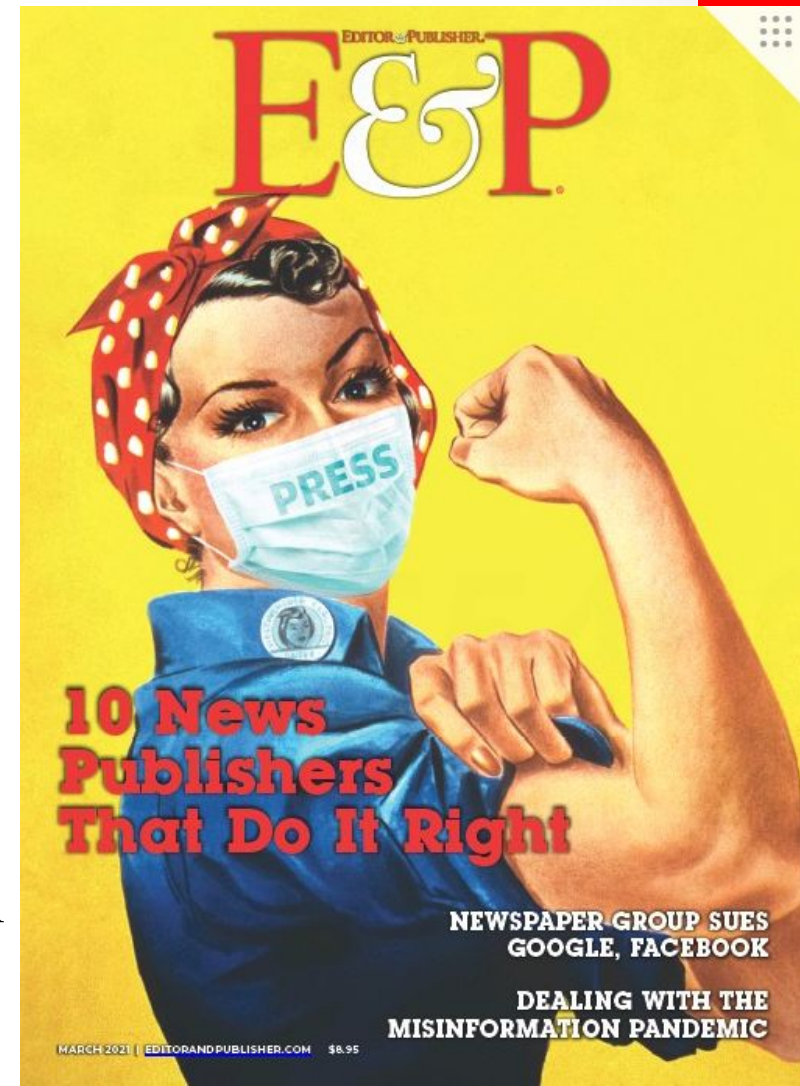
- **Record-Journal named Company of the Year**
 - by United Way of Meriden and Wallingford in Sept 2020
- **Record-Journal named one of 10 News Publishers That Do It Right**
 - by Editor & Publisher Magazine in March 2021

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Criteria for Businesses To Participate

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- **Must be a registered Meriden based business**
- **Maximum # of employees: 25 full time**
- **First come, first served for qualified businesses**
- **Wait list will form after first 150 businesses sign up**

Package Options for Each Business

Meriden Business Boost Marketing Grant Program



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Record-Journal



Provided by:	Package 1	Package 2	Package 3	Package 4	Package 5
The City of Meriden	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
The Record-Journal (through a match program)*	\$2,000	\$2,500	\$3,000	\$3,500	\$4,000
The Advertiser**	\$0	\$250	\$500	\$750	\$1,000
Total package investment	\$4,000	\$4,750	\$5,500	\$6,250	\$7,000
<p><i>*The Record-Journal will match x2 times what the advertiser invests in addition to matching the \$2,000 from the City of Meriden's federal funding</i></p> <p><i>**If already an active advertiser of the Record-Journal, this investment must be incremental to your existing marketing program with RJMG</i></p>					
What the advertiser receives	Package 1	Package 2	Package 3	Package 4	Package 5
Customizable campaign		✓	✓	✓	✓
Recognition in the promotional page		✓	✓	✓	✓
\$50 discount for new chamber members* or \$50 ad credit for existing chamber members <i>*For new chamber members only</i>	✓	✓	✓	✓	✓
Basic Digital Audit	✓	✓	✓	✓	✓
Comprehensive Digital Audit				✓	✓
Maximum timeline to run your advertising*	2 months	2 months	3 months	3 months	4 months
<p><i>*Timeline for advertising will be recommended based off of the objective of the campaign and may not reach the maximum timeline due to reach & frequency</i></p>					

RJ Media Group Products & Services

- **Print Newspapers** - Reach 100% of the homes in 9 towns in central Connecticut (265,000 total people)
 - Record-Journal
 - The Post
 - The Cheshire Herald
 - Cheshire Citizen
 - Berlin Citizen
 - Southington Citizen
 - Plainville Citizen
 - North Haven Citizen
 - Town Times (Durham & Middlefield)
- **Websites** - Reach 280,000 unique visitors per month
 - Myrecordjournal.com
 - TheCheshireHerald.com

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- **Digital Marketing Services:**
Target by Geography, Demographics, Behavior & more
 - Targeted Digital Display Advertising
 - Targeted Email Marketing
 - Social Media Advertising
 - Connected TV
 - Contests
 - Branded Content
 - Website Design
 - Search Engine Optimization
 - Search Engine Marketing
 - Reputation Management

Measuring the Success of the Program

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- **Feedback:** Survey the businesses immediately after the program concludes
- **Testimonials:** The businesses will provide testimonials as part of the survey
- **Marketing Reports:** Digital marketing reports to show the results (impressions, clicks, engagements, etc.)
- **Wait List:** Wait list will illustrate the demand for additional assistance

Your RJ Media Group Contacts

Meriden Business Boost
Marketing Grant Program

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Record-Journal



Liz White, Publisher & Executive Vice President

(860) 944-9805 | lwhite@rjmediagroup.com

Jim Mizener, VP of Advertising

(860) 471-0574 | jmizener@rjmediagroup.com

Jaime Gianini, Strategic Sales Manager

(703) 220-6761 | jgianini@rjmediagroup.com

Norwyn Campbell, Digital Sales Manager

(203) 449-2332 | ncampbell@rjmediagroup.com

