



MARYLAND SOYBEAN BOARD REQUEST FOR PROMOTIONS & COMMUNICATIONS PROPOSAL

The **Maryland Soybean Board** (MSB) works to maximize the profitability of Maryland soybean producers by investing Maryland checkoff funds in research, promotion, and communication projects. We serve as the leading resource for information that increases the opportunities for the profitability of Maryland soybean producers.

We are currently accepting proposals for communications and promotion projects that meet priority areas identified by the Board of Directors in their strategic plan:

- Animal Agriculture
- Consumer Education
- Emerging Markets
- Farmer Engagement

However, those submitting proposals are not limited to this list and are encouraged to submit proposals which will have the greatest impact on soybean farming in Maryland.

This is a reimbursement program and not a grant. Awardees will receive reimbursement funds after submitting invoices and accompanying support documents to MSB. Individuals and/or organizations selected for funding will be required to review and sign a Reimbursement Partnership Program and Project Agreement. Awardees will be required to submit reports on a quarterly basis and will be required to participate in any mandatory conference calls.

All projects will begin Oct. 1 and must be completed prior to the following September 30. Please note that the MSB can fund multi-year projects. However, multi-year projects will be reviewed every year for further funding. MSB cannot obligate a future board for any projects and/or amounts.

Funds must be used in compliance with the Soybean Promotion, Research and Consumer Information Act & the Soybean Promotion and Research Order. No funds advanced or received shall be used for any activity that constitutes lobbying. MSB does NOT fund indirect or overhead costs.

Interested applicants must use and answer all questions on the attached proposal template. Proposals are expected to be concise (not more than 3 pages if needed using 12 pt. type). Applicants interested in submitting a proposal should provide an electronic copy in Microsoft Word or PDF format of the completed proposal to Danielle Bauer Farace at danielle@mdsoy.com by **July 14, 2021**. Questions can be addressed to Danielle at 443-812-4526. Awards will be announced on or before August 30.



MARYLAND SOYBEAN BOARD PROPOSAL COVER PAGE

Project Title:
Organization Name:
Contact Person:
Organization Address:
Phone:
E-mail:
Total Amount Requested:

MSB Priority Area Addressed by this proposal:

Please indicate which priority area this project best addresses

Animal Ag Consumer Education Emerging Markets Farmer Engagement

Complete this sentence: This project provides direct or indirect benefit to Maryland soybean growers by...

Executive Summary of project:

Please explain your project in 2-3 sentences. Further detail will be provided in the next section.

Signature of Authorized Organization Representative:

x _____ Date: _____

Objective(s):

Project Narrative:

Please provide a detailed narrative of project, including a timeline. Include performance metrics.

Budget (see below justification):

Wages:

Materials and Supplies:

Travel:

Publication Costs:

All other Direct Costs:

Total Amount of Request:

Justification:

Please include the following as applicable: total number of hours and hourly rate for wages, a detailed list of how funding will be used for materials and supplies, explain what travel is involved and where, and explain any publication costs and other direct costs.

Matching Funds/Current & Pending Support:

Concurrent submission of a proposal to other organizations will not prejudice its review.