

Digital Marketing Challenge (DMC) Microgrant Program

The Digital Marketing Challenge (DMC) Microgrant Program offers a financial grant up to \$500 to qualified businesses located in the City of Bowie, Prince George's County, or affiliated with Bowie State University (BSU) as alumni, active faculty, staff, or current students. Designed to support underrepresented entrepreneurs, the program aims to address specific digital marketing challenges within their businesses.

If you have any questions, please contact BSU WBC Program Manager, Francisco Cartagena, at francisco@marylandwbc.org

* Indicates required question

Applicant Information

1. Applicant First & Last Name *

2. Applicant Email *

3. Applicant Personal Address *

4. Applicant Phone Number *

5. Applicant Age Range

Mark only one oval.

18-29

30-39

40-49

50-64

65+

6. How did you hear about the Digital Marketing Challenge Microgrant Program?

Mark only one oval.

MWBC Email Newsletter

MWBC Website

Social Media (Instagram, Facebook, LinkedIn, X)

Marketing Brochure

Bowie State University Office of Entrepreneurship

Referral/Word of Mouth

Other: _____

Business Information

7. Applicant Business Name *

8. Business Description *

9. Business Address *

Note: Your business must be located in Prince George's County or be affiliated with Bowie State University to be eligible.

10. Is your business registered with the state of Maryland as a corporation, LLC, or DBA/sole proprietor? *

Mark only one oval.

Yes

No

11. Is your business in good standing with the state of Maryland? [Click here](#) to check your business status. *

Mark only one oval.

Yes

No

12. Please provide the name that your business is registered under, if different from business name provided.

13. Select all that apply to you/your business:

Check all that apply.

- Native American or Alaska Native
- Asian
- Black/African American
- Biracial or Multiracial
- Hispanic/Latinx
- LGBTQIA+
- Middle Eastern
- Native Hawaiian or Pacific Islander
- Person with Disabilities
- Woman

14. What was the 2023 gross revenue from your business? *

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15. Upload your Pitch Deck *

The Pitch Deck should detail your business model, target market, digital marketing strategy, and proposed project in 5 to 10 slides. Maximum file size is 10MB.

Files submitted:

16. Link to video submission *

Introduce your business, highlight the digital marketing challenge you are facing, and outline how you plan to utilize the grant to overcome this challenge. The video should be no longer than 90 seconds.

17. Please share links to samples of your digital marketing efforts. *

Indicate social media handles, websites, online shop, and/or any links to previous digital marketing campaigns or projects. Alternatively, you may submit separate documents as attachments (see next).

18. If applicable, please upload attachments that showcase your digital marketing efforts.

Maximum file size is 10MB.

Files submitted:

19. Description of proposed project *

20. Start date of proposed project *

Note: Start date must be within May and August 2024.

Example: January 7, 2019

21. End date of proposed project *

Example: January 7, 2019

22. Total expected cost of project *

23. Grant request amount *

Note: Maximum request is \$500.

24. Please attach a list of any vendors and/or suppliers that will be utilized for this project along with their price estimates.

25. Expected return on investment of project *

26. Please list expected learning outcomes. Are they repeatable for future projects?

27. Why do you want this grant opportunity? *

28. By checking "Yes" below, you acknowledge and accept ALL of the following terms and conditions: *

- I have read the terms and conditions outlined in the marketing brochure.
- I will consent to sharing revenue and profit information when requested by MWBC.
- I will attend at least one of the Digital Marketing Challenge training workshop provided by the MWBC between May and August 2024.
- I will meet at least twice with an MWBC consultant between May and August 2024.
- I understand that upon successful conclusion of the proposed project and the submission of appropriate supporting documentation (receipts, paid invoices, etc.) pertaining to eligible project contributions, the disbursement of funds will be processed by the MWBC within fifteen (15) days. If selected as a grant recipient, I understand I will be required to submit a W9 form in order to receive the funding. MWBC will complete and send each grant recipient a 1099 tax form.

Mark only one oval.

Yes

No

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