



## ADBA VIDEO MARKETING GRANT GUIDELINES


The ADBA will provide grants to help business members with the cost of short video production promoting business in the downtown within the Business Improvement Bylaw area (City of Abbotsford Bylaw No. 1699-2007)

### PROGRAM PURPOSE AND GOAL

To assist businesses with the cost of video marketing. The grant will pay up to \$150 of video production with Find You in the Valley Media. This is a strategic partnership between the ADBA, Find You in the Valley (findyou.media) and a downtown business to drive business to the downtown. The goal of this program is to provide easy access in creating short video content for a businesses marketing strategy or campaign in collaboration with the ADBA and Find You Media. All collaborators will have access to the video to utilize on their platforms. This content is designed to be used for Instagram however, other platforms can be used. It is also designed to cross promote all three partners leveraging all 3 account audiences.

### PROGRAM DESCRIPTION

- The grant application must be submitted to the ADBA **prior to filming**.
- The ADBA is under no obligation to provide the grant if filming was commenced prior to grant approval.
- Grants will be awarded on a first come first serve basis until the yearly allotted budget is depleted.
- The merchant/owner can apply for the grant that will pay up to a maximum of \$150 of video work by Find You.Media.
- Grant program produces a 45 sec – 1 min video and 5 photos related to the video.
- Both business owner and the ADBA to provide approval of content **before content is released on any digital platform**.
- Downtown Abbotsford Digital Coordinator to work alongside the businesses social media staff to create the video post. The ADBA would be the main account posting on IG, collaborating with the downtown business using the IG collaborator feature.
- This video will be cross promoted by the ADBA and Findyouinthevalley.com (@findyouinthevalley)
- Each of the three partners in this program will tag each others Instagram account.

( i.e.  : @findyouinthevalley) using hashtags: #FindYouInTheValley #ShowMeTheValley

### VIDEO GRANT:

- ADBA will contribute 50% of the cost of a 45 second short video production by Findyou.Media up to \$150 (total cost of video as per quoted by Find You Media, \$300, plus applicable taxes)
- Details of shoot to be solely organized between Find You Media and the ADBA business. Creative content to be developed between Find You and the ADBA business.
- No offensive content/language to be included.
- Program to adhere to the terms set out by Find You Media: 1-2 days of shooting and still photography, 1 (one) day of edits, and 1 (one) revision

**Note:** Final approval of video content to be done by the ADBA before commercial use of video.



## OWNER OR TENANT PROCESS

- Apply for the grant through the ADBA members access page online ([www.downtownabbotsford.ca](http://www.downtownabbotsford.ca)) or call 604 666 0451 or refer to the ADBA Members information package under Vide Grants and Grant Guidelines.
- The ADBA will contact Find You Media and provide the business contact information.
- Find You Media will contact the business and discuss the project and plan the shoot.
- Submit a copy of the video production receipt to [office@downtownabbotsford.com](mailto:office@downtownabbotsford.com).

## ADBA

- Marketing Committee will review video and authorize reimbursement.
- Cheque will be issued from the ADBA office when video is complete, and application submitted.