



## Michelob Ultra Superior Trails Grant Program Application

### ORGANIZATION INFORMATION

#### 1.) Michelob Ultra Superior Trails Grant Program

Please read all instructions carefully. You must be a member in good standing of American Hiking Society's Alliance of Hiking Organizations program and have a 501(c)3 designation to apply.

#### 2.) Organization Name (required)

#### 3.) Is your organization an alliance member? (drop down yes/no)

Instructions for user: Your organization must be an Alliance Member to apply for the Michelob Ultra Superior Trails Grant Program.

To sign up, visit [www.americanhiking.org/Alliance](http://www.americanhiking.org/Alliance) or call Dara Zaleski, Development Manager, at 301-565-6704 x 702

#### 4.) Upload 501c3 Status

#### 5.) Organization Address

#### 6.) Organization Phone Number

#### 7.) Organization Website

#### 8.) Facebook Page URL

#### 9.) Twitter Name

#### 10.) Organization Mission Statement

#### 11.) Preferred Contact Name

#### 12.) Preferred Contact Phone Number

#### 13.) Preferred Contact Email

#### 14.) Alternate Contact Email

### THE PROJECT

**Project Information** – Please fill out the following form fields

#### 15.) Project Name

#### 16.) Name of Trail(s) Affected

#### 17.) Location and land designation

#### 18.) Nearest City

#### 19.) County

#### 20.) State

#### 21.) Project Type: check all that apply

- a. **New Trail Construction**
  - b. **Trail Facility/Infrastructure**
  - c. **Land Acquisition**
  - d. **Environmental Education/Interpretation**
  - e. **Trail Marketing**
  - f. **Natural Resource Restoration**
  - g. **Trail Directional Signage**
  - h. **Improvements to Existing Trail**
  - i. **Other**
- 22.) **End Users**
- a. **Hikers**
  - b. **Bikers**
  - c. **Horseback Riders**
  - d. **Paddlers**
  - e. **Sportsmen (Hunting, Fishing, etc)**
  - f. **Off Road Vehicles (ATVs, Motorcross, etc)**
  - g. **Other**
- 23.) **Project Summary: (500 characters max):** Please provide a description that is 500 characters max (including spaces). This should include why the work is important and what your organization would do with the grant funds. Michelob Ultra and American Hiking Society reserve the right to edit this information to make it consistent with other website content.
- 24.) **Project Description:** (detailed overview)
- 25.) **Project Goals and Success Metrics: (200 words max):** Explain what you hope to accomplish by completing this project and how you will measure the project's success. Success Metrics can include increased visitation statistics, money saved over 5 year period, etc. (Please provide actual estimates).
- 26.) **How does this project protect natural resources and/or improve the outdoor recreation experience? (100 words max):**
- 27.) **Does this project include Volunteer support?**
- 28.) **Estimate Number of Volunteers**
- 29.) **Does this proposed project include partnerships? (100 words max):** Explain and include organization names, contacts, and type of organizational support (monetary, volunteers, materials/equipment, other).
- 30.) **Do you have the landowner's permission to complete this project? (100 words max):** Briefly describe your operating agreement with the landowner.
- 31.) **Additional Information:** optional

**THE BUDGET:** Please fill out the following form fields and upload the appropriate documents.

- 32.) **Organizational Budget**
- 33.) **Total Project Cost:** What is the total cost for this project? Note: This number does not have to be equivalent to the grant request.
- 34.) **Requested Amount:** The Michelob Ultra Superior Trail Grant Program will grant two \$25,000 grants. Will auto-populate/default to \$25,000.

35.) **Budget Justification (400 words max):** How will this grant help your organization accomplish its project goals?

36.) **Attach Project Budget**

**THE TIMELINE** – Please fill out the following form fields and upload the appropriate documents.

37.) **Project Start Date**

38.) **Project End Date** - Projects must be completed by August 22, 2016.

39.) **Is this project time-sensitive? (150 words max):** Provide a paragraph about the time-sensitivity of the project including if/how the project is part of a larger trails effort/program.

40.) **Attach your projects timeline**

**MULTIMEDIA** - Upload photos and video of your project site. At least 4 hi-resolution photos are required. The photos should be rectangular and preferably a 16x9 ratio. Videos of your project or site are encouraged.

**DISCLOSURE STATEMENT** –

By typing your name below, you:

- Certify that the proposal submitted does not target projects or trails used primarily by persons under the legal drinking age. (i.e. playgrounds, Scout camps, etc.)
- Certify that all of the information, documentation, and materials submitted are, to the best of your knowledge, true;
- Have read and accept the terms in the Michelob Ultra Superior Trails Grant Program Guidelines;
- Understand that submitting an incomplete application and/or failure to submit required documents by the deadline (Tuesday, August, 11, 2015, 4:00 pm EDT) will result in immediate disqualification;
- Understand that any media or materials submitted will not be returned; and
- Understand that any photographs or video submitted may be used by American Hiking Society and Michelob Ultra to promote the Michelob Ultra Superior Trails Grant winners, the Michelob Ultra Superior Trails program, and/or may be used in American Hiking Society collateral materials.