

## Nebraska Brand Together Initiative Submission Overview

All applications must be submitted through the designated Nebraska Brand Together Initiative webpage, hosted on the Nebraska Department of Economic Development website. Application submissions must include required documentation and supporting materials.

The proposal submission cycle is open from Monday, Nov. 4, 2024, to Friday, Dec. 13, 2024.

### Proposal Submission Sections

**1. Project Title:**

- Please list the title of this project.

**2. Project Details:**

- Provide a detailed description of the marketing initiative, including objectives, target audience, and expected outcomes. Please detail how this marketing effort will help directly with out-of-state talent attraction for your community/organization.

**3. Brand Collaboration:**

- Please describe how you plan to collaborate with or incorporate The Good Life Is Calling brand in your proposal.

**4. Timeline:**

- Proposed timeline for the initiative, including key milestones.

**5. Budget Overview:**

- Comprehensive budget outlining total project costs and how requested funds will be allocated. Provide details of the cash and/or in-kind matching contributions you have secured or committed for this proposal. Include the type, amount, and source of each contribution.

**6. Goals and Objectives:**

- What specific goals and measurable objectives do you hope to achieve with this project? Please detail your plan on how to achieve these measures and how many people expected to reach or engage.