

## #DIGOEV DIGITAL MARKETING FUND - TERMS AND CONDITIONS

The #DIGOEV Digital Marketing Fund has been created in order to provide micro-grants of \$100 to Old East Village businesses in order to help bolster marketing efforts through social media. Funds to be dispersed are based on sponsorship dollars awarded to the OEV BIA by participating sponsorship bodies. Sponsors and funds available will change based on the application cycle. By clicking “I agree” on the application form, you agree to the below for particular terms and conditions.

The Old East Village BIA and the Grantee have entered into a funding agreement for the #DIGOEV Digital Marketing Fund. This initiative is possible due to area sponsors and will be supported by the Old East Village BIA and the Old East Village Economic Development Corporation.

- Eligible applicants must own or operate a [targeted use](#) business/organization within the BIA boundaries (Dundas Street between Adelaide and Charlotte Streets including Adelaide Street heading south to Marshall Street, and Adelaide heading north to Queens Ave. [See map.](#))
- The funds awarded to grantees must only be used for digital marketing promotions through Facebook, Instagram, and Twitter
- You can apply two times per year (for the purpose of six month digital marketing efforts) while funds are available
- The OEV BIA reserves the right to refuse reimbursement for monies contributed towards promotions (posts, events, published content linked on social media from a exterior website) that portray OEV in a negative way or have been deemed prejudice against businesses or people in relation to ethnicity, race, gender, sexual orientation, or socio economic status
- Once the post promotion has completed, the grantee must provide proof of purchase (i.e. a screenshot illustrating funds have been spent) as well as a link to the promoted post, to the OEV BIA via email at [info@oldeastvillage.com](mailto:info@oldeastvillage.com)
  - Once the promotion has been deemed in line with these terms and conditions, the OEV BIA will provide the grantee with a cheque made out in the amount equal to that of your promotion. This cheque will be delivered to you.
- The OEV BIA will reimburse to a maximum of \$100 per successful application