



The Department of State  
Business Action Center

Request for Funding a Business Marketing Initiative

Grant Proposals Due Date: December 4, 2023 at 12:00 PM

## **Intent and Purpose**

The New Jersey Department of State (“NJDOS”) is seeking proposals to award a grant for \$5,000,000 to develop and execute a business marketing initiative to highlight the benefits of doing business in the state of New Jersey and to encourage national and international business entities to relocate and expand in State.

The NJDOS is seeking these proposals from qualified New Jersey non-profit 501c3 entities specializing in state or international based economic development marketing, with demonstrated prior experience in working with other governmental or public entities for the purposes of business marketing.

The selected entity will create, develop and implement a new business marketing initiative and messaging for the State of New Jersey. The initiative will be crafted to attract business to New Jersey by utilizing various types of media, as deemed appropriate.

The entity should have proven prior extensive experience in marketing, collateral development and media placement.

The entity should also have the ability to provide research through a comprehensive library of databases and reference material at their disposal, along with a large experienced support team of employees with the adequate work experience to handle the types of research, contacts and knowledge to create and implement the awareness marketing plan.

## **Goals of the Business Marketing Initiative**

- Spread awareness among businesses nationally and internationally of the State of New Jersey’s value which are its range of strategic assets, which include, strategic location, talented workforce, outstanding colleges and universities, global connection, infrastructure, and exceptional quality of life.
- Communicate the State’s overarching goal and ongoing efforts to foster long-term, resilient, inclusive economic growth in alignment with Governor Phil Murphy’s comprehensive economic plan for building a stronger and fairer economy in New Jersey
- Develop messaging and strategies for reaching specific sectors that are of long-term strategic priority to the State as determined by Governor Phil Murphy’s comprehensive economic plan for building a stronger and fairer economy in New Jersey.
- Build awareness among New Jerseyans and businesses of workforce development resources available through the State of New Jersey, including apprenticeships, internships, fellowships, on the job training, customized training programs.
- Help attract, retain, and strengthen New Jersey’s diverse workforce and incentivize businesses to consider, moving, hiring and growing in NJ.

## **Marketing Services Required**

In support of the goals outlined in this grant proposal, the selected entity will create, develop and implement a new business marketing initiative for the State of New Jersey. This initiative will be crafted to attract business by utilizing various types of media, as deemed appropriate.

## **Performance Deliverables**

1. Recommend and develop objectives and strategies targeted to designated markets.
2. The selected firm shall propose to create, produce and distribute, as part of the media mix deemed appropriate and specified:
  - Television Advertisements
  - Radio Spots
  - Podcasts/Webcasts
  - Print Advertisements
  - Internet Advertisements
  - Search Engine Marketing
  - E-Blasts
  - Other Channels (must specify)
3. Submit a media plan with associated timelines that provides details of the media mix, recommended media outlets as well as a media schedule. The plan must describe:
  - The target audience they are trying to reach
  - Specific media outlets to be used
  - Timing, frequency, penetration and length of placement.
4. Provide justification as to how recommended outlets match the target audience.
5. Provide justification as to how the various elements of the plan are to be integrated for maximum impact, cost effectiveness and return on investment.
6. Provide measurement metrics of the effectiveness of the marketing efforts.
7. Develop a public relations and social media plan that extends or exceeds its media plan.

## **Target Audiences**

The campaign is to extend in-state, nationally and internationally in order to reach all desired demographics. The primary audiences of the campaign include entrepreneurs, workforce talent, c-suite executives, and corporate real estate site selectors.

## **Key Industries of New Jersey**

- Life Sciences and Healthcare
- Information and High Technology
- Clean Energy
- Advanced Manufacturing
- Advanced Transportation and Logistics

- Finance and Insurance
- Food and Beverage
- Film and Digital Media

## **Eligibility Criteria**

To be eligible to receive funding from the Department of State, an applicant must satisfy the following criteria:

1. Applicant must have demonstrable experience promoting business activity in New Jersey through efforts to retain current New Jersey businesses and attract businesses from out of the State.

Primary consideration for funding will be provided to Non-profit entities based in New Jersey that have engaged in state-wide, national, and international outreach.

The applicant must have experience encouraging and nurturing economic growth throughout New Jersey through marketing, business attraction, and lead generation activities. Specifically, the applicant should have experience marketing New Jersey as a premiere business location to both domestic and international businesses.

2. At the time of application, applicants must have been in existence and actively providing public programs or services since January 2018 or earlier. .

3. Must have a valid NJ Business Registration and Certificate of Incorporation, and Standing Certificate. Standing Certificates may be obtained from the NJ Department of Treasury, Division of Revenue and Enterprise Services within the Department of Treasury.

<http://www.state.nj.us/treasury/revenue/stancert.shtml>.

4. Must be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501 (c) 3 since January 2018 or earlier. . Also must be registered with the NJ Charities Registration Bureau, a bureau within the New Jersey Department of Law and Public Safety at: <https://www.njconsumeraffairs.gov/>

5. Must have organizational bylaws and a board of directors empowered to formulate policies and be responsible for the governance and administration of the organization, its programs and finances.

6. Must demonstrate compliance with all pertinent state and federal regulations including, but not necessarily limited to fair labor standards (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions), the civil rights act of 1964; section 504 of the rehabilitation act of 1973, as amended; title 9 of the education amendments 1972; the age discrimination act of 1975; the Americans with disabilities act of 1990 (all barring discrimination on, among other things, the basis of race, color, national origin, disability, age or sex); the drug free work place act of 1988 (guaranteeing the maintenance of same); and section 913 of 18 U.S.C. Section 319 of P.L. 101-121) barring lobbying when in the receipt of federal and state funds). Grantees are prohibited from hiring lobbying firms with state funded grants.

7. Must be in good standing with State, Federal, or other Grantor entities program and financial reports.

**Forms to be Completed and Submitted with Proposal:**

- 1. Request for Funding – Proposed Budget**
- 2. Organization Profile Information**

**NJ DEPARTMENT OF STATE - BUSINESS MARKETING  
INITIATIVE  
REQUEST FOR FUNDING  
PROPOSED BUDGET**

**APPLICANT ORGANIZATION:**

<b>Budget Categories</b>	<b><u>Total DOS funds</u></b>
Salaries (list each employee)*	
Supplies	
Printing	
Advertising - Media TV; Radio	
Advertising - Print	
Advertising - Internet/Search/E-blasts	
Social Media	
Data/Metrics	
Telephone & Postage	
Contractual/Consultants (list each)**	
Rental	
Information technology/equipment	
Miscellaneous (describe)	
<b>TOTAL</b>	

**SALARIES\***

<b><u>Employee name/function</u></b>	<b><u>Salary</u></b>
-	-
-	-
-	-
-	-
<b>Total Salaries*</b>	



**NJ DEPARTMENT OF STATE ORGANIZATION PROFILE INFORMATION**

Organization Name: \_\_\_\_\_  
Federal Tax I.D. Number (9-digit EIN): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
County: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

**NJ Charities Registration #:** \_\_\_\_\_ (Copy Attached)  
*Example: CH 1234567 (enter -0- if other Governmental Agency, County, Municipality or School Board)*  
Organization Exempt: EX or EXE#: \_\_\_\_\_

**NJ Division of Revenue Registration Certificate #:** \_\_\_\_\_ (Copy Attached)  
*Example: Certificate Number 1234567 (enter -0- if other Governmental Agency, County, Municipality or School Board)*

**Completed vendor registration in NJSTART system? Yes \_\_\_\_ / No**  
<https://www.nj.gov/treasury/purchase/njstart/vendor.shtml>

**Executive Director of Organization:**

Prefix	First Name	Last Name	Title
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**Project Director (or Contact for this Application):**

Prefix	First Name	Last Name	Title
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**Board President or Chairperson:**

Prefix	First Name	Last Name	Title
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Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Congressional District of Applicant: \_\_\_\_\_ State Legislative District of Applicant: \_\_\_\_\_

Date of Incorporation (MM/DD/YYYY): \_\_\_\_\_ Fiscal Year End (MM/DD): \_\_\_\_\_

*By checking this box you confirm that all information shown above is accurate to the best of your knowledge.*

Person completing form: \_\_\_\_\_