



Midlothian Economic Development Promotional Program Application

Applicant Information

Business Name: _____

Business Address: _____

Primary Contact Name: _____

Phone Number: _____

Email Address: _____

Website/Social Media Handles _____

Program Category

Please indicate the category under which your business is applying:

- **Made in Midlothian**
 - Does your business primarily manufacture or produce a product or service exported outside the region?
 - Yes No
 - Is your business space less than 40,000 square feet?
 - Yes No
- **Shop & Dine in Midlothian**
 - Select applicable type of business:
 - Restaurant (no drive-through)
 - Entertainment
 - Local Retailer
 - Does your business have another location within a 12-mile radius of Midlothian?
 - Yes No

Campaign Details

Proposed Advertising Campaign Title: _____

Description of Campaign:

(Please provide a brief description of the proposed campaign, including objectives, target audience, and promotional methods.)

Target Market:

- What geographic areas are you targeting for your campaign?

- Will at least 80% of your advertising target areas outside Midlothian city limits?
 - Yes [] No []

Vendor(s): _____

Proposed Completion Date: _____

Total Cost of Campaign: \$ _____

Requested Reimbursement Amount (50% of total, up to category limits):

\$ _____

Promotional Materials:

Will your promotional materials include:

- **For Made in Midlothian:** The phrase “Made in Midlothian, TX”?
 - Yes [] No []
- **For Shop & Dine in Midlothian:** The word “Midlothian”?
 - Yes [] No []

Supporting Documentation

Please attach the following documents to your application:

1. Campaign budget detailing anticipated expenses.
2. Sample designs, drafts, or mockups of promotional materials (if available).
3. Timeline or schedule for campaign implementation.

Acknowledgements

By submitting this application, the applicant certifies the following:

- The information provided is true and accurate.
- The business meets all eligibility criteria for the selected category.
- The applicant understands that funding is contingent upon compliance with program requirements and submission of documentation verifying expenses.
- The applicant agrees to complete a post-campaign survey as part of program reporting.

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

Submission Instructions

Please submit your completed application and supporting documents to:

Midlothian Economic Development

info@Midlothian-tx.org

For questions or assistance, please contact MED at info@midlothian-tx.org

***MED Staff may modify the application at their discretion.