



# 2024-25 Registered Collection Site Advertising Grant Application

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**INSPIRING A FUTURE WITHOUT WASTE**

**1) Grant Purpose**

- a) Alberta Recycling Management Authority (ARMA) is responsible for managing the province’s electronics, paint, tire, and used oil recycling programs and reports to the Minister of Environment and Protected Areas. ARMA has made tremendous progress in generating awareness of recycling end-of-life eligible Program Materials under the Electronics (and ePilot), Paint, Tires, and Used Oil Materials (Used Lubricating Oil, Oil Filters, Oil Containers) stewardship programs.
- b) To further promote the stewardship programs ARMA is providing funding assistance to registered collection sites to help increase the visibility of collection sites residents are aware of their local recycling opportunities.

**2) Eligible Applicants**

- a) A Collection Site operated or approved by a municipality, Indigenous community, regional waste authority or commission that is registered with ARMA to accept eligible Program Materials for recycling.

**3) Grant Funding Details**

- a) Funding is available on a “matching” basis to advertise your sites, with applicant contributions being matched to the maximum approved amount based on the population being served.

**Table 1 – Maximum Funding Levels**

Population Served	Maximum Annual Funding Available on a Matching Basis*
<b>Small:</b> up to 5,000	\$2,000
<b>Medium:</b> 5,001 to 10,000	\$5,000
<b>Intermediate:</b> 10,001 to 25,000	\$7,500
<b>Large:</b> 25,001 to 150,000	\$10,000
<b>Metro Urban:</b> over 150,001 (Edmonton & Calgary)	\$50,000

- b) Funding will be awarded on a first-come, first-served basis, as there is a fixed budget for this grant.
- c) Submit a detailed advertising plan describing the proposed types of adverting, ad sizes and colors, number of ads, suggested run dates, etc.
- d) For the application, a quote (or quotes depending on the scope of your advertising) is required from your selected vendors for the advertising option(s) you have chosen.

**4) Grant Timelines**

- a) April 1, 2024 – March 1, 2025.
- b) The application deadline is at least four (4) weeks prior to the event.
- c) The collector will receive a copy of the approval notice with the advertising templates within three (3) weeks of receipt of the application.
- d) Funding Request Packages are to be submitted within four (4) weeks of the last advertising run date.
- e) ARMA will review the funding request package and provide reimbursement payment within six (6) weeks of receipt. *The request must be complete and error-free to avoid delays.*

- f) Advertising must be completed no later than March 1, 2025, and the Funding Requests for the event must be received at ARMA's office no later than March 31, 2025, to be eligible for payment.

### 5) Eligible Advertising Options

- a) Advertising templates (revised 2024) created by ARMA:
  - i) The template files will be provided in PDF, and .jpeg formats for various applications including:
    - (1) Print (newspaper, flyers, posters)
    - (2) Online (Big box, skyscraper, banners)
    - (3) Social media (1200 x 675, 1080 x 1080)
    - (4) Radio spot (Donut)
  - ii) Funding includes the cost to purchase ad space, print flyers, posters, etc.
- b) Radio 'Donut'
  - i) A pre-recorded message is available that includes a blank spot to insert your site location details.
  - ii) Funding for this item includes the cost of inserting your site details and purchasing airtime.
  - iii) Funding could also be applied to a radio remote please ensure the broadcast acknowledges the support provided by Alberta Recycling Management Authority.
- c) If you choose to design your own print or radio ad, instead of using the templates, the redesigned material requires approval prior to implementation and will result in the advertising funding being adapted as follows:
  - i) 100% funding if the content is the same as ARMA's advertising template (including our logo) but the design is different.
  - ii) 50% funding if the Recycling Roundup program message (including our logo) is 'blended' in with other messaging e.g. also accepting oversized items, yard waste, cardboard, glass, plastic.
  - iii) ARMA's logo must be included in all ad material.
- d) If you have any other promotional ideas not covered herein, please contact us to review your options for funding consideration.

### 6) Eligible Advertising Expenses

- ✓ Professional formatting of ads for print applications, signage, digital applications, etc., if you do not have the requisite software to do this in-house.
- ✓ Purchase of ad space.
- ✓ Printing of flyers, posters etc.
- ✓ Radio donut.
- ✓ 'Other' as pre-approved by ARMA.

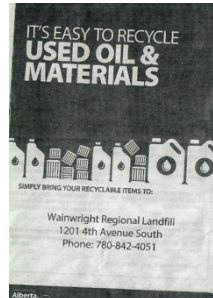
### 7) Ineligible Advertising Expenses

- ✗ Ads that do not reference any of the program materials (electronics, paint, tires, and used oil).
- ✗ Ads that do not include ARMA's logo or acknowledge the support provided by Alberta Recycling Management Authority.
- ✗ Municipal Roundup advertising (available under a separate Grant program).
- ✗ Expenses prior to application approval.

## ADVERTISING, TEMPLATE GUIDE AND SPECIFICATIONS

### 1) Advertising Templates

- a) Once the Grant Application is approved, we will send you a link to the Advertising Templates and Guide.
- b) The advertising artwork will have templates to advertise electronics, paint, tires, and used oil materials available in a variety of sizes and options for print and digital advertising.



### 2) Example of A 'Blended' Ad

Eligible for 50% funding – the ad blends the program information with other materials accepted at the collection site e.g., cardboard, yard waste, and agricultural plastics.



### 3) Radio Advertising Donut - Sample Script

They're in our basements, in our garages, stuffed in storage rooms...and worse. Some are even being tossed in the garbage. In Alberta, old tires, paint, electronics and used oil are being shoved to the side instead of being recycled. It's time they were put in their place. ((spot for collection site to fill in - i.e. "In ((community name)), you can bring your leftover paint, empty paint cans and spray paint cans, computer equipment, TVs, tires, and used oil ... Call ((number)) for more information". Keep up the good work Alberta.



**2024-25 Registered Collection Site Advertising Grant Application**

**ADVERTISING GRANT APPLICATION**

REGISTERED COLLECTOR INFORMATION			
Collector Name:		Phone Number:	
Mailing Address:		City:	Postal Code:
Contact Name:	Title:	Email:	

IDENTIFY WHICH SITES WILL BE ADVERTISED				
Registered Collection Site Name (add summary sheet if needed):	Program Materials Received at the Registered Collection Site			
	Tires	Electronics	Paint	Used Oil

ADVERTISING PLAN INFORMATION
Provide details for the proposed advertising including run dates, time frames, advertising options (e.g. print, online ads, posters, flyers, signage, etc.) that you will be using.

Invoicing Company <i>Attach quote(s)</i>	Advertising Run Dates	Quote Amount (Excluding GST):	Matching Funding:

CERTIFICATION
I have read and understand the 2024-25 grant application requirements for the advertising of registered collection sites. I certify that I will ensure all advertising requirements will be met. I understand the information I provide to ARMA is subject to review and audit.
Signature: _____ Date: _____
Name: _____ Title: _____

**SUBMIT APPLICATION AT LEAST 30 DAYS IN ADVANCE OF SUGGESTED ADVERTISING DATES**

Email the completed Form to [grants@albertarecycling.ca](mailto:grants@albertarecycling.ca)



## 2024-25 Registered Collection Site Advertising Grant Application

### FUNDING REQUEST FORM - REIMBURSEMENT OF EXPENSES

Complete and submit the Funding Request Form within 60 days of receiving the invoices, please include copies of the advertising material and photos of the signs in place.

REGISTERED COLLECTOR INFORMATION			
Collector Name:		Phone Number:	
Contact Name:	Title:	Email:	
ADVERTISING EXPENSES (attach summary sheet if needed)			
Invoicing Company	Advertising Run Dates:	Full Cost (excluding GST)	Matching Cost (excluding GST)
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
<b>Total Funding Request:</b>			\$
ADVERTISING EXPENSES			
<b>Did your advertising have a positive impact on your sites?</b>		<b>YES</b>	<b>NO</b>
Provide details:			
<b>Was the grant application package user-friendly and easy to understand?</b>		<b>YES</b>	<b>NO</b>
If no, please explain:			
<b>Were the advertising templates easy to use?</b>		<b>YES</b>	<b>NO</b>
If no, please explain:			
<b>Are there improvements that you would like to suggest for this program?</b>		<b>YES</b>	<b>NO</b>
If yes, please explain:			
FUNDING REQUEST PACKAGE CONTENTS CHECKLIST			
<b>The following backup items are attached:</b>			
	Funding Request Form		
	Advertising Invoices (include copies of ads, tear sheets, radio scripts, etc.)		
	Photographs of signage placement in your community		
CERTIFICATION			
I have attached all required invoices, advertisements, and other supporting documentation regarding the 2024-25 Registered Collection Sites Advertising Grant. I certify that all advertising requirements within the application have been met and understand the information I provide to ARMA is subject to review and audit.			
Signature: _____		Date: _____	
Name: _____		Title: _____	

**SUBMIT FUNDING REQUEST FORM WITHIN 30 DAYS OF LAST ADVERTISING DATE**

Email the completed Form to [grants@albertarecycling.ca](mailto:grants@albertarecycling.ca)