

Wyoming Go Local Funding Request

February 11, 2005

A	Design and Development of Promotional Materials Graphic design Production of materials (forms and brochures for handout, postcard mailers)	\$ 5,000.00
B	Supplies, Communication Costs and Postage Postcards to health care providers, non-profit agencies Mailings to Wyoming associations for announcements, newsletters, etc.	\$ 2,750.00
C	Outreach at State Health Conferences Registration/exhibitor fees for 4 conferences Promotional Materials (posters, presentations, forms)	\$ 2,500.00
D	Travel Expenses for Conferences (\$500 per trip)	\$ 2,000.00
E	Administrative Support & Data Entry (20 hours/week @ \$10.00/hour for 10 weeks)	\$ 4,000.00
F	Reviewer and Selector Honoraria (9 individuals @ \$500 each))	\$ 4,500.00
G	Wyoming Business Listings Wyoming State Business Directory Wyoming State Phone Books	\$ 1,950.00
	DIRECT COSTS TOTAL	\$ 22,700.00
H	University of Wyoming Indirect Costs @ 10%	\$ 2,270.00
	TOTAL	\$ 24,970.00

Funding period:

The proposed funding period will be April 1, 2005 through March 31, 2006. We expect the Wyoming Go Local database to be online by April 30, 2005.

Budget Justification:

The requested funding will support developing and disseminating materials for Wyoming Go Local outreach (items A-D), administrative support and data entry of selections into the Go Local database (item E), honoraria for reviewers and selectors (item F), and resources for checking contact information (item G).

Outreach efforts will involve developing promotional brochures and postcard mailers to publicize Wyoming Go Local and solicit additional contacts for the Wyoming Go Local database. These materials will be sent out to health care providers, non-profit agencies (including service organizations such as Kiwanis, Lions, etc.), health care and consumer organizations, as well as distributed at health- and library-related conferences in the state. Promotional exhibits on Wyoming Go Local will also be presented at these conferences.

Indirect costs at the rate of 10% (item H) are also requested. This rate is significantly lower than the University's normal rate and has been approved by the University Office of Research.

Principal Investigator:

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