



Department of Agriculture and Markets

RFA0360

Program Requirements

for the

2025

**Agricultural Fairgrounds Advertising, Promotion, and
Education Program**

1. INTRODUCTION

1.1. Overview

Pursuant to the State's fiscal year 2024-2025 enacted budget, the New York State Department of Agriculture and Markets (the Department) is awarding funds to eligible agricultural and horticultural corporations and county extension service associations that sponsor an annual fair or exposition for the promotion of agriculture and domestic arts and receive premium reimbursements pursuant to Article 24 of the New York State Agriculture and Markets Law. Each eligible awardee will receive \$10,000 for the purposes of providing advertising, promotion, and education programs.

The goal of the 2025 Agricultural Fairgrounds Advertising, Promotion, and Education Program (AFAPEP) is to increase participation in and promotion of local and county fairs.

1.2. Eligible Projects

Eligible projects will increase activities that improve public knowledge of, and appreciation for, the benefits of agriculture and domestic arts through advertising, promotion, and education. Projects will enhance and encourage visitor participation and appreciation of agriculture and domestic arts as well as expand existing efforts to attract visitors and showcase agriculture. Projects will expose consumers to the fair brand and create meaningful, long-lasting brand recognition.

Projects will share stories and experiences of local agriculture with the goal of expanding knowledge of the agriculture industry in New York, while bringing greater awareness to visitors that some of the best agriculture in the world is grown right here in New York State. Other project goals will be the preservation and enhancement, by educational endeavors, of the agricultural and historical legacy of New York State. All of this will translate into more fair visits, more revenue to NYS county fairs, and a greater economic impact on New York State.

2. PROJECT REQUIREMENTS & ELIGIBILITY CRITERIA

2.1. Scope of Work and Budget Approval Process

- 2.1.1.** Each Awardee must submit to the Department for review and approval: a Project Scope of Work and Budget, using the template attached, and additional attachments, as may be required.
- 2.1.2.** The Department will review the Project Scope of Work, Budget, and attachments to determine project and cost eligibility.
- 2.1.3.** The Department will send written notification of project and cost eligibility to the Awardee once the project and costs are successfully negotiated between the Department and the Awardee.
- 2.1.4.** The approved Scope of Work and Budget will be used to develop the

contract between the Department and the Awardee.

2.2. Eligible Activities

Projects should involve advertising, promotion, and education programs.

2.2.1. Traditional Marketing & Advertising

- Print advertisement including graphic design and ad placement costs.
- Billboard advertisement including graphic design and ad placement costs.
- Radio advertisements that promote agriculture and domestic arts and create meaningful, long-lasting brand recognition.
- Local TV advertising advertisements that promote agriculture and domestic arts and create meaningful, long-lasting brand recognition.
- Costs associated with adding the fair brand to other customer-facing marketing opportunities, ex. bus and bench placement.
- Product displays that contain the fair brand strategically placed inside local stores; e.g. free-standing displays, end-caps, hang-tags, shelf slides, cooler clings, floor graphics.

2.2.2. Digital Marketing

- Marketing efforts that use an electronic device and/or the internet to display the fair brand; e.g. digital advertising, email marketing, online brochures, social media marketing, etc.

2.2.3. Educational Projects

- Educational projects geared towards the general public to increase understanding of New York's agricultural economy and promote public engagement.

2.3. Eligible Costs

Grant funds may be used for any of the following purposes that are directly related to completion of the project, including but not limited to:

- logo development or redesign;
- salaries and wages;
- contractor services;
- social media design consultant;
- app design;
- local artwork and design for promotions;

- consumer marketing campaign;
- fair signage for main entrance and agriculture exhibits;
- online ticketing development; and
- other website improvements.

2.4. Ineligible Costs

Grant funds may not be used for the following:

- any cost unrelated to the eligible project;
- promotional items (swag), clothing, gifts, prizes, memorabilia, souvenirs;
- computer hardware or software;
- vehicles;
- cell phones;
- website maintenance fees;
- shipping;
- indirect and overhead costs;
- fringe benefits; and
- any cost incurred prior to January 1, 2025.

3. CONTRACT & PAYMENT TERMS

3.1. Letter of Agreement

Upon approval of the Scope of Work and Budget, the Department will initiate a Letter of Agreement. The Letter of Agreement will incorporate the Scope of Work and Budget approved by the Department, among its provisions. The standard term for the Agreement will be a term from January 1, 2025 to September 15, 2025.

3.2. Workers' Compensation & Disability Requirements

New York State Workers' Compensation Law sections 57 and 220 require that the Department not enter into a contract unless proof of Workers' Compensation and Disability Insurance in a form satisfactory to the New York State Workers' Compensation Board has been secured.

Please visit the New York State Workers' Compensation Board website, www.wcb.ny.gov, for more information. You may contact the Board's Bureau of Compliance with any questions related to workers' compensation or disability insurance at (866) 298-7830.

3.3. Payment

Once the Letter of Agreement is executed, grant funds will be disbursed on a

reimbursement basis. Awardees may request, at the discretion of the Department, an advance payment of up to fifty percent (50%) of the total grant award. The Department shall retain ten percent (10%) of the budget amount to be disbursed to the contractor until such time as the final report is accepted.

A New York State Claim for Payment Form must be submitted to the Department for the Contractor to be reimbursed for funds expended. Payment to the Contractor shall only be rendered electronically unless payment by paper check is expressly authorized by the Commissioner, at the Commissioner's sole discretion, due to extenuating circumstances. Such electronic payment shall be made in accordance with ordinary state procedures and practices. The Contractor shall comply with the State Comptroller of New York's procedures to authorize electronic payments. Contractor acknowledges that it will not receive payment on any Claim for Payment Form submitted under this agreement if it does not comply with the State Comptroller of New York's electronic payment procedures, except where the Commissioner has expressly authorized payment by paper check as set forth above.

The Department and State Comptroller's Office reserve the right to audit the applicant's books and records relating to the performance of the project during and up to six years after the completion of the project.

3.4. Liability

The Department shall not be held liable for any costs incurred by any party for work performed in the preparation of and production of a proposal or for any work performed prior to the formal execution of a contract.

4. ADMINISTRATIVE REQUIREMENTS & OTHER CONSIDERATIONS

4.1. SFS Registration and Pre-Qualification

SFS Registration

Your organization must be registered in the State Financial System (SFS) Vendor Portal to apply for this grant opportunity. To start this process, please read the instructions found here: <https://grantsmanagement.ny.gov/register-your-organization>.

NOTE: New York State Grants Management reserves 5-10 business days from the receipt of complete materials to process a registration request. Due to the length of time this process could take to complete, it is advised that new registrants send in their registration form as soon as possible.

If your organization is not currently doing business with NYS, you will need to submit a Substitute W-9 Form to obtain a NYS SFS Vendor ID, in addition to the Registration Form for Administrators to register. Organizations are notified by email once registration is complete.

Pre-Qualification in SFS

All not-for-profit organizations must be Prequalified in SFS to apply for this grant opportunity. To Prequalify, your organization must first register with SFS and complete an online Prequalification Application. This includes answering basic questions regarding the organization and uploading key organization documents. Information and training for vendors on SFS and the process for prequalification can be found at: <https://grantsmanagement.ny.gov/>.

Once Prequalified, it is the responsibility of the organization to maintain Prequalification. Three of a not-for-profit's essential financial documents – the IRS990, Financial Statement, and Charities Bureau filing – expire on an annual basis. A not-for-profit must upload current versions of these documents and submit an updated prequalification application for review and approval each year to maintain prequalification. Not-for-profits are provided a full 10.5 months from the end of their fiscal year to provide a current IRS990 or Financial Statement without the interim requirement of uploading extension requests. For more information regarding the pre-qualification process, please view the [Prequalification Manual for Grantees](#).

NOTE: New York State reserves 5-10 business days from the receipt of complete Prequalification applications to conduct its review. If supplementary information or updates are required, review times will be longer. Due to the length of time this process could take to complete, it is advised that organizations Prequalify as soon as possible.

SFS Pre-Qualification Process

To start the pre-qualification process, applicants must:

- Log into the [SFS Vendor Portal](#)
- Click the “Grant-Management” button on the SFS home page,
- Click on the “pre-qualification application” tab,
- Answers all questions,
- Upload required documents, and
- Enter or update organization contact information.

Help with SFS

Information for live help desk support can be found at:

<https://grantsmanagement.ny.gov/contact-sfs>.

4.2. New York State Charities Bureau Registration

All not-for-profit organizations contracting with the State or serving as a fiscal agent must be registered with the New York State Charities Bureau, unless a proper exemption is obtained. All applicants must provide either:

- The organization's charitable registration number and written documentation from the Office of the Attorney General that the charitable organization is currently up to date with its Charities Registration; or

- A statement from the applicant that the organization is exempt pursuant to one of the categories indicated on the Office of Attorney General's Request for Registration Exemption (Schedule E). The statement must identify the specific category under which the charitable organization is exempt.

To obtain written documentation of an organization's charities registration status, or if you have questions regarding the statutory requirements for registration, contact the New York State Office of the Attorney General, Bureau of Charities Registration, 120 Broadway, New York, NY 10271-0332, or call (212) 416-8402, email charities.bureau@oag.state.ny.us or visit their website at https://www.charitiesnys.com/RegistrySearch/search_charities.jsp.

All Awardees must have a New York State Attorney General Charities Bureau Registration number or an Exemption Certificate issued by the New York State Attorney General Charities Bureau explaining why the organization is exempt from registering with the Charities Bureau.

4.3. Department's Reservation of Rights

The Department reserves the right to:

- reject any or all proposals received with respect to this program;
- waive or modify minor irregularities in proposals received after prior notification and concurrence of the applicant;
- utilize any or all ideas submitted in the proposals received unless those ideas are covered by legal patent or proprietary rights;
- request from an applicant additional information as deemed necessary to more fully evaluate its proposal;
- amend the program's specifications after their release, with appropriate written notice posted on the Department's website;
- select only certain portions of proposals for state funding;
- conduct a follow-up survey of funded projects to determine long-term impacts;
- make all final decisions with respect to the amount of State funding and the timing of payments to be provided to an applicant; and
- negotiate the terms of the budget.

All proposals submitted will become the property of the New York State Department of Agriculture and Markets.

4.4. Freedom of Information

All projects submitted and all related contracts and reports may be subject to disclosure under the Freedom of Information Law.