START

Air Show Sustainment, Training, Advancement and Recruiting Talent

Grant Request Application Introduction & Instructions

The Air Show Sustainment, Training, Advancement and Recruiting Talent (START) grant program is a collaborative effort between the International Council of Air Shows (ICAS) and the ICAS Foundation. This new program provides “micro-grants” to air shows, performers and support service providers for promising ideas or initiatives that will benefit the entire industry.

START grant requests are reviewed by a grant request review committee. Grants will be awarded based on a few simple criteria:

* Will the grant be used to fund a program that benefits the entire industry?
* Will the program funded by the grant address an existing deficiency or opportunity in the business?
* Will the program help to further professionalize the air show community?
* Will the grant help to fund a new idea or innovation that has the potential to positively impact all or most of the ICAS membership?
* Is it anticipated that START grant funding will represent the entirety of funding for the program for which a START grant is being requested or is it anticipated that additional funding for that program will come from other sources?
* A commitment by the applicant to provide a written de-brief of how the money was used and what other ICAS members can do to make use of the lessons learned by the grant recipient.

Grant requests can come for any kind of programming from any segment of the industry: operations or marketing; sponsorship or community relations; performer, event organizer or support service provider, military or civilian. The requests will NOT compete against one another. They will be assessed solely on their ability to move the needle in a positive direction for the entire air show community. Grant requests will be considered for any program, idea or innovation that positively impacts the air show business.

Because the total amount of money available for grants is limited, the START grant request review committee will give special consideration to applicants that are most likely to generate strong return on investment. Preference will be given to those grant requests that are able to establish a clear benchmark by which the success or failure of the program can be measured.

Grant applicants must be ICAS members in good standing. The decisions of the grant request review committee are final and not reviewable by the ICAS Board of Directors, the ICAS Foundation Board of Directors or the ICAS staff. The deadline for START grant applications is Friday, April 14 at 5:00 p.m. EDT.

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Air Show Sustainment, Training, Advancement and Recruiting Talent

Grant Request Application

*(deadline: April 14, 2023)*

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*Individual Name*

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*Organization Name*

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*City, State/Province, Zip/Postal Code*

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*Website URL Email Address*

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*Cell phone*

*Grant request amount: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

***For what purpose is the grant being requested*** *(use additional space if required)?*

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***How will the grant recipient know if the program being funded is successful? By what criteria/assessment yardstick will the program be measured*** *(use additional space if required)?*

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***How will the grant recipient provide information to other ICAS members about lessons learned, data gathered, and other information that can be put to use by the larger ICAS membership*** *(use additional space if required)?*

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***What other sources of funding, if any, is the grant applicant pursuing for this project?***

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***To be considered for April, 2023 grant awards, grant requests must be received at ICAS headquarters not later than Friday, April 14 at 5:00 p.m. EDT. Please send via email to*** ***icas@airshows.aero******. Please use “START Grant Application” in the “subject” line of your email.***