



# TEXAS DEPARTMENT OF AGRICULTURE COMMISSIONER SID MILLER

## Marketing Enhancement Grant Assistance Program (MEGA) – Product Promotion Grants (GTP)

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**MEGA** is a competitive grant program that provides eligible GO TEXAN partners with grant funds to assist with the marketing and promotion of Texas products.

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**HOW DOES IT WORK?** Applicants can request up to **\$40,000** to fund activities that will promote GO TEXAN products. Selected projects will receive funding via **cost reimbursement**.

**WHEN CAN I APPLY?** Applications are currently open and must be received by **Friday, January 31, 2025, by 11:59 pm** Central Time (CT). Access to the TDA-GO system must be requested at least 48 hours prior to the deadline. This award is **highly competitive**—make sure to get an early start!

**WHAT ARE ELIGIBLE EXPENSES?** Some examples of eligible funds include direct mailing campaigns, newspaper advertisements, tradeshow fees, and website creation.

**WHAT ARE INELIGIBLE EXPENSES?** Ineligible expenses include (but are not limited to) your product (for demos or samples), internet costs, email servers, cloud-based video communications, or telecommunication expenses.

### **ELIGIBLE APPLICANTS:**

**Current** GO TEXAN Tier 2,3, or Champion Product Partners who are:

- in good standing with the program;
- physically located in Texas or have a principal place of business in Texas;
- able to maintain a GO TEXAN Tier 2 or higher certification during the grant agreement.

### **INELIGIBLE APPLICANTS:**

- GO TEXAN Associate Partners
- Previous MEGA recipients who have already reached the maximum award amount of \$40,000 within the past 7 years (either from one or multiple awards).
- Applicants with a family, employment, or business relationship with a TDA employee.

**WANT TO LEARN MORE?** For additional questions, please contact TDA by email at [Grants@TexasAgriculture.gov](mailto:Grants@TexasAgriculture.gov) or [gotexan@TexasAgriculture.gov](mailto:gotexan@TexasAgriculture.gov). For additional program information, scan the QR code to the right!



# BEFORE YOU APPLY

## CHECK YOUR GTP ELIGIBILITY

# 1

### ARE YOU A GO TEXAN PARTNER?

You will need to be an active Tier II GO TEXAN Product Partner to apply for the MEGA Product Promotion grant. A GO TEXAN account number is required on your grant application.

# 2

### TIER LEVEL

You will need to be a Tier II or higher Product partner. To verify your tier level and expiration date, check your GO TEXAN certificate. Account upgrades must be processed by January 15th.

Click [HERE](#) to upgrade your account to Tier II.

# 3

### PRODUCTS

The products you plan to promote must be certified on your GO TEXAN account. This grant is to promote certified GO TEXAN products.

# 4

### SUBMIT YOUR APPLICATION CORRECTLY

Submitting your Product Promotion Grant application can take an extended amount of time. Do not wait until the last minute. Verify that the full legal name on your GO TEXAN certificate matches the name on your grant submission. Submissions are due January 31st.

# 5

### CONTACT GO TEXAN

To make changes to your account or verify your GO TEXAN information, please contact [GOTEXAN@TexasAgriculture.gov](mailto:GOTEXAN@TexasAgriculture.gov).



**GO TEXAN.**<sup>®</sup>