



## Allentown Marketing Technical Assistance Grant

Return completed application to:  
209 Bausman St, Pittsburgh, PA 15210

*If you need assistance completing this application or any questions, please contact Meg O'Brien at [meg@pghilltopalliance.org](mailto:meg@pghilltopalliance.org) or 412-712-3306*

### Description

The Hilltop Alliance may provide up to 90%, up to \$2,500, of the total cost for small business marketing support including branding, graphic design, website development, social media and more. After completing the application below, Hilltop Alliance staff will connect you with an appropriate marketing vendor, Trailblaze Creative or First Sip Studios, for a consultation meeting to confirm requested services and pricing in order to move forward with this grant. Funding for this grant is limited, so it is recommended that the applicant verify the availability of funds with the Hilltop Alliance, prior to completing this application.

### Business Information:

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

### Number of Employees

1-5          6-15          16-25          25+

**Are you prepared to cover costs not subsidized by this program?**

Yes     No

### Main Contact:

Name: \_\_\_\_\_

Phone Number: ( \_\_\_\_\_ ) - \_\_\_\_\_ - \_\_\_\_\_

Email Address: \_\_\_\_\_

## Marketing Assessment

Please briefly describe your business

What challenges would you like to solve if you are awarded with MTAP funding?

Which group of marketing services do you feel your business needs immediately?  
Choose one of the following options:

- Videos, Social media, and Photography
- Marketing Strategy, Graphic Design, Branding, and/or Website Development

Please share any additional comments about your marketing needs that will help our team make an assessment.