

Home Fire Sprinkler Coalition

“Built for Life” Fire Department

Public Service Announcement Media \$1,000 Stipend Program

Congratulations!

Your fire department has been chosen to receive the \$1,000 stipend to apply to the cost of distributing and placing the HFSC digital (broadcast) or print Public Service Announcements.

With funding through a 2010 Fire Prevention and Safety Grant awarded by the Grant Programs Directorate of the Federal Emergency Management Agency (FEMA), HFSC is carrying out a national program to increase awareness of home fire sprinkler systems and dispel the myths.

The \$1,000 media stipend must be used to implement a media plan which may include placement costs to run the print PSA in newspaper, magazines or other print media or the digital PSA on network affiliate or cable broadcast stations, movie theaters or other media.

Upon completion of your media program, you will be required to complete an evaluation which includes a summary of the media placement including media, dates and number of impressions. We encourage you to file your receipts for three years as requested by the Grant Programs Directorate of the Federal Emergency Management Agency (FEMA)

Attached is an agreement you must sign and return and a press release you can localize and send to area media.

Maryann Visin

Home Fire Sprinkler Coalition

info@homefiresprinkler.org

877-550-HFSC

815-464-8040 Fax

On 9/21/2012 12:46 PM, Robert King wrote:

Application deadline: June 15, 2012

With funding through a Fire Prevention and Safety Grant awarded by the Grant Programs Directorate of the Federal Emergency Management Agency (FEMA), the Home Fire Sprinkler Coalition will select 50 BUILT FOR LIFE Fire Departments (BFLFD) to each receive \$1,000 stipends to apply to the cost of distributing and placing the HFSC digital (broadcast) or print Public Service Announcements. Those 50 departments and an additional 100 departments will have 1 PSA or ad customized with logos and contact information for their department by HFSC.

Eligibility: Only U.S. BUILT FOR LIFE Fire Departments will be considered.

Note: [Please enroll as a BFLFD prior to submitting this application.](#)

Commitment: To apply, BFLFD representatives must agree to submit a media plan with placement costs and specifications, provide a summary of the media placement including media, dates and number of impressions. Complete an evaluation provided by HFSC.

Implementation Requirements: Applying BFLFD representatives must agree to utilize stipend for media costs to place the ad in their local media and complete the evaluation.

Supporting Statement: BFLFDs may provide an optional statement supporting their applications.

Supporting Statement:

I'm trying to promote residential fire sprinklers through a Residential Fire Sprinkler Coalition in Nevada. I would love to use the PSA's to help promote the message through our local TV stations, Radio, and Newspaper.

I Robert King have the authority to submit this application on behalf of the Sparks Fire Department. I assure the Home Fire Sprinkler Coalition (HFSC) that if selected, the Sparks Fire Department will utilize the stipends funding to pay for costs to place the digital or print ad in local media and comply with the Implementation Requirements as outlined on this application.

Fire Department Name*	Sparks Fire Department
Representative's Name*	Robert King
Title	Fire Marshal
Address*	1605 Victorian Avenue
City*	Sparks
State*	Nevada
Zip*	89431
Phone*	775-353-2261
Email*	bking@cityofsparks.us
Website Address	

*Required

Submitted by 148.186.4.203