



FOR IMMEDIATE RELEASE

The Grant It – The Brandit’s Ten Grand Brand Grant

Wilmington, North Carolina

April 28th 2016

\$10,000 grants are being given away to kickstart (or re-kickstart) inspiring brands. The Brandit developed “The Grant It” to invest in new partners. They believe their continued success is directly connected to the long-term success of their partners. To learn more and request an application, visit thegrantit.com

Below is a Q&A with Dan Bowman, Principal & Chief Creative Director, and Matt Ebbing, Associate Creative Director, at The Brandit.

Who are you, and what the heck is The Grant It?

We are The Brandit, a boutique brand development agency—a 14 year veteran of the craft food & beverage industry. We’re launching a grant program, called The Grant It, that aims to help inspired start-ups and existing businesses maximize the potential of their brand. Up to 5 grants, worth \$10K each, are up for grabs.

Seriously? Why?

Absolutely. Our philosophy is that our continued success is directly connected to the long-term success and profitability of our amazing partners. We developed “The Grant It” as a way of investing in new partners from the very beginning of our relationship. We’re looking for that next great partner to invest in for the long haul; the partner that we look back on 5-10 years from now and feel incredibly fortunate to work with.

Why the craft beverage industry? Isn’t all the money in pharmaceuticals?

Work for Pharmaceuticals? Yeah, right! Yet this isn’t just some altruistic hand- out to the most grass-roots company that submits an application. We’ve learned that we’re our best selves when we engage with something that we’re passionate about. The creative team we’ve assembled at The Brandit has a burning love for the stories, creativity and entrepreneurial spirit found in the craft beverage industry — and The Grant It program will stoke that fire.

What’s the catch—is this Monopoly money?

This isn’t pro-bono, and we’re not just some single-use vendor—this is the start of true partnership. The Grant It program works like this: the recipient puts up the first \$10K, and we put up the second \$10K. By matching the recipients’ initial investment with the \$10K grant, we are able to accomplish something even more amazing together. An initial \$10K commitment on our part sounds like we’re taking a big initial risk. However, we’re confident in the future potential of the right partnerships. The sooner our partners are selling more product, the sooner their revenue will increase which will allow them to launch product 4, 5, 6 & 7, or a whole new product line, or create a more comprehensive marketing campaign for their existing products. It’s truly a win/win.

How does one apply for the grant?

Submit an essay, no less that 10,000 words... Just kidding. You can request an application online at thegrantit.com

If you're interested, jump on it! We'd like applications submitted by June 1st to be eligible for the first grant. We'll then conduct phone interviews with the top applicants so we can get to know each other before the final recipient(s) are announced by the end of June. We will continue to take submissions for future grants throughout the year.

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About The Brandit- The Brandit is a boutique graphic design, brand development and marketing agency. Our creative talent and unwavering devotion to results allows us to create brands that are... Compelling. Strategic. Powerful. Timeless. Awesome. We create brands that work. Visit our website thebrandit.com

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