

# OCEAN COUNTY CULTURAL & HERITAGE COMMISSION

Commissioner Robert S. Arace, Chair of Ocean County Cultural & Heritage

## Alternate Sponsorship Program (ASP) Guidelines

January 1, 2025 – December 31, 2025

Organizations should read these guidelines in full before submitting an Alternate Sponsorship Program application. For additional questions please contact:  
(732) 929- 4779 or [sstokes@co.ocean.nj.us](mailto:sstokes@co.ocean.nj.us)

The Ocean County Alternate Sponsorship Program (ASP) is not a grant. The ASP is a small, reimbursable sponsorship designed primarily for organizations that do not currently participate in the either the LAP or the County History Partnership Program. The application, application timeline and final report are purposefully much shorter than the flagship grants and are based on a rolling application deadline until the total funds are allocated for the year.

The Ocean County Cultural & Heritage Commission piloted the Alternate Sponsorship Program for the first time in FY 2022. Funding is available for Art or History projects to new and emerging organizations or organizations requiring a small amount of funding. This funding has a simplified request process and short timeframe from request to award.

Sponsorship is limited and awarded on a first come, first serve basis to qualified applicants. Priority will be given to first-time applicants and those who are not receiving current FY25 grant funding from the Ocean County Cultural & Heritage Commission.

Requests are accepted on a rolling basis throughout the year. Sponsorship decisions are made within approximately 90 days of a completed qualifying application. Applicants are not required to match sponsorship funds given. Proposed Projects must take place between January 1 and December 31, 2025. Successful applicants are reimbursed following the expenditure of funds on their project and acceptance of a completed final report. Funds must be encumbered by December 31.

Organizations must report to Ocean County either the completion of their project or a viable plan to complete their project by September 15, 2025. Failure to provide (1) a project updated by September 15, 2025 or (2) the Final Report by January 10, 2026 (outlined on page 5) constitutes non-compliance and may include but not be limited to disqualifying the organization from receiving funding and may constitute denial or limitations of future funding.

Applicants are awarded in full when a minimum professional standard is met. A that do not meet the minimum professional standard will be denied. Organizations may improve and resubmit requests based on peer review comments. This standard is objectively evaluated using the criteria outlined on page 4.

**Total Funds Available for Art-based projects: Total \$20,000**

Art Sponsorship \$2,000 (not for current LAP or CHPP grantee)  
Art Sponsorship \$1,000 (not for current LAP or CHPP grantee)  
Concert Sponsorship \$1,000 (not for current LAP or CHPP grantee)  
Art Sponsorship \$1,000 (for current grantees after July 1, 2025)

**Total Funds Available for History-based projects: Total \$10,000**

History Sponsorship \$1,000 (not for current LAP or CHPP grantee)  
History Sponsorship \$500 (for current grantees after July 1, 2025)

## STEP ONE: Do You Qualify For Funding?

You must answer “Yes” to all four following criteria in order to apply:

- Is your organization based in Ocean County and actively seeking to serve a general public audience?
- Is your organization incorporated in the State of New Jersey as (1) a non-profit organization; or (2) a unit of local government; or (3) an institution of higher education?
- If you are a non-profit organization, are you current with all Federal Filings (e.g. 990s & Payroll Taxes) and NJ Filings (e.g. Annual Report, Sales Tax, & Payroll Taxes)?
  - Must attach 990 filing (or an IRS Letter of Tax Exempt status for Section 501(c)3 for applicants in existence for less than 2 years).
  - New Jersey Charities Bureau Registration is required for 501(c)3s with annual solicited contributions over \$10,000. Organizations below \$10,000 may put N/A on the line of the request form asking for this information. For more information: [www.njconsumeraffairs.gov/charity/charfrm.htm](http://www.njconsumeraffairs.gov/charity/charfrm.htm)
- Is your organization a registered vendor with Ocean County?
  - In order for Ocean County to issue payments to an organization it must be registered as a vendor with Ocean County. Applications without vendor codes will not be accepted.
  - *Register your organization here:* [ocgvss.co.ocean.nj.us/webapp/VSSPROD/AltSelfService](http://ocgvss.co.ocean.nj.us/webapp/VSSPROD/AltSelfService)

Notes on Eligibility:

1. Organizations receiving or applying to another County Arts or History Agency, the New Jersey State Council on the Arts, or the New Jersey Historic Commission for FY25 are ineligible.
2. Ocean County Cultural & Heritage Commission FY25 re-grantees may submit requests after July 1, 2025 for a maximum of \$1,000 in Art or \$500 in History.
3. Current SPS and SCS re-grantees may not submit requests for projects already supported by their FY25 grants.
4. Organizations may apply for and receive an Alternate Sponsorship Program in both the Art and History categories within the same funding period.
5. Organizations may not receive more than one (1) funding award in a single category.
6. Projects more appropriately funded by non-cultural programs are ineligible.

Your organization must meet the required compliance regulations:

1. Title VI of the Civil Rights Act of 1964
2. Fair Labor Standards of the Arts & Humanities Act of 1965
3. Health & Safety Standards
4. Section 504 of the Rehabilitation Act of 1973
5. Americans with Disabilities Act of 1990, including 2010 Revised Regulations of Titles II and III
6. Title IX of the Education Amendments of 1972
7. Drug-Free Workplace Act of 1988
8. Age Discrimination Act of 1975
9. State Law against Discrimination (NJS 10:5-1 et seq) barring discrimination on the basis of race, color, national origin, gender or disability.

## **STEP TWO: How May This Funding Be Used?**

### **ALLOWABLE USES OF FUNDING:**

- General Operating Support [GOS] funds may be used: to support the mission and activities (where not prohibited) of an art or history exclusive organization.
- To support the cost of an art or history related special project open to the general public (e.g. Lectures, Performances, Workshops, Exhibitions, & Festivals)
- Expense Examples:
  - project related travel and transportation (automobile travel @\$0.31/mile, train, or air coach travel)
  - organizational insurance fees
  - consultant fees for artists or historians
  - performance venue fees
  - history or art-related presentations
  - royalties and usage rights
  - rental of history or art-related materials and equipment
  - advertising & marketing costs
  - portions of administrative salaries associated only with the specific project
  - purchase of project-related materials and services: printing, Graphic design, photocopying, exhibit construction materials, computer/laptop, software, etc.

### **NON-ALLOWABLE USES OF FUNDING:**

- Projects primarily recreational, rehabilitative, or therapeutic in nature
- Expenses not used for Art or History purposes
- Fundraising events that do not provide strong educational components
- (For Current re-grantees) Projects already supported by FY25 SPS or SCS grants.
- Capital expenses lasting more than three years (e.g. lighting & a/v equipment, Instruments, real estate, construction, and exterior repairs to a structure)
- Retroactive funding for work completed before submission of this request
- Acquisitions/purchase including art work, artifacts, and collections
- Hospitality costs (e.g. food, refreshments, entertainment costs, and alcoholic beverages)
- Out of State events
- Foreign Travel
- Payment of organizational deficits or debt service
- Endowments, fellowships, scholarships, or prize money
- Organizations/projects that do not actively seek a wide general public audience
- Activities which are normally curricular or extra-curricular activities of public and private schools
- Projects that do not take place in Ocean County, NJ

### **STEP THREE: What Is The Evaluation Criteria?**

Organizations are awarded when a minimum professional standard is met. The request will be objectively evaluated using the criteria listed below:

- **Request Form:**
  - Completeness and Accuracy.
  - Applicants will be automatically rejected for incomplete Request Forms.
- **Narrative:**
  - **Project Description** (1500 characters)
  - **What is the purpose** of the project? (250 characters)
  - **How does it promote public awareness** (1500 characters), appreciation, and understanding of Ocean County / New Jersey art or history?
  - **Budget** (1500 characters)
    - Demonstrate realistic & appropriate expenses?
    - Expenses must be itemized.
    - There must be a realistic plan to expend the entirety of the requested funds before December 31.
  - **Personnel** (1500 characters)
    - Demonstrate qualifications and professional standards of the individuals involved.
  - **Inclusiveness** (1500 characters)
    - Identify the intended audience.
    - Is this program responding to community needs and interests?
- **ADA Survey:**
  - Survey must be completed in full.
  - Does the applicant fulfill all of the outlined programmatic & facility concerns?

### **STEP FOUR: What Are The Additional Required Support Materials to Submit a Funding Request?**

1. **Copy of your organization's most current IRS 990 Form** An IRS 501(C)3 Tax Determination Letter should be substituted by applicants in existence for less than 2 years.

### **STEP FIVE: Reporting and Funding Obligations**

If your organization's Special Funding project will end after **September 15, 2025** then you must call the Ocean County Cultural & Heritage office on or before September 15 with an acceptable plan to expend your funds before the end of the year.

**Note:** Failure to provide (1) a project updated by September 15, 2025 or (2) the Final Report by January 10, 2026 (outlined on page 5) constituent non-compliance and may include but not be limited to disqualifying the organization from receiving funding and may constitute denial of future funding.

**Acceptance of Funds constitutes agreement to the following terms:**

**1. Final Report:**

- **Due within 30 days of the expenditure of funds but no later than January 10th, 2026.**
- Submit final report online and upload relevant financial information including evidence of expenses (photocopies of canceled checks, invoices etc.).
- Upload Load proof of publicity compliance online.

**NOTE:** *Failure to provide this complete documentation by the deadline constituent non-compliance and may include but not be limited to disqualifying the organization from receiving funding and may constitute denial of future funding for up to two years.*

**2. Publicity:**

- Funded organizations must agree to the acknowledgement mandates in all publicity releases pertaining to the funded project:
- Display the Ocean County Cultural & Heritage Commission and either the (1) New Jersey Historical Commission or (2) New Jersey State Council on the Arts logos, along with the following statement:

For organizations receiving ART funding:

“The [Organization Name] received funding this year from the Ocean County Cultural & Heritage Commission through funds granted by the New Jersey State Council on the Arts, a division of the Department of State.”



For organizations receiving HISTORY funding:

“The [Organization Name] received funding this year the Ocean County Cultural & Heritage Commission through funds granted by the New Jersey Historical Commission, a division of the Department of State.”



**3. 100% of payment will be released when the funds have been expended for the proposed project and the final report has been accepted.**

**4. Availability of Funds:** Please be aware of the possibility that funds may be delayed or cancelled due to the delay or cancellation of anticipated funding to Ocean County from the State.