

2024 Great Plays Application

Great Plays grants fund new or existing programs at U.S. colleges and universities that are designed to reduce their students' high-risk alcohol consumption and its harmful consequences.

Institutions that have a marketing contract with Molson Coors may apply for grants up to \$15,000 each calendar year that their contract is in place. Only one submission is allowed per institution. You must submit an application each year whether you are applying for a new program or a continuing or modified Great Plays funded program.

Subject to funding availability, approved grants are to be awarded no later than December 31, 2024. Great Plays is a partnership between the International Town and Gown Association (ITGA) and Molson Coors. ITGA administers all grant awards. Molson Coors is the contributing funder to make the awards possible.

2024 Application

<i>Note:</i> You must complete the entire application before submitting it.

Applying Institution

Name:

Undergraduate student enrollment:

Graduate student enrollment:

Campus office or department submitting the application:

Name:

Mailing address:

Street Address:

Address Line 2:

City:

State:

Postal/Zip Code:

Application Contact Person

Name:

Title:

Email address:

Office phone number:

Cell phone number:

Funding Check

Pay to the order of (institution, office, department, etc.):

To whom should the check be mailed:

Name:

Title:

Email address:

Office phone number:

Mailing address:

Street Address:

Address Line 2:

City:

State:

Postal/Zip Code:

Office or Department Information

Brief description of the applying office or department's institutional role, goals, and objectives related to the prevention of students' high-risk alcohol consumption and its harmful consequences (*bulleted list*):

Brief descriptions of relevant programs currently operated by the applying office or department, as well as other sectors of the institution (*bulleted list*):

Proposed Program

Title:

Beginning date:

Ending date:

Application category (*check all that apply*)

High-risk drinking

Underage drinking

Alcohol-impaired driving

Alcohol-related violence

Other _____

Program goals and objectives (*bulleted list*):

Program activities (*bulleted list*):

Target audience(s) and expected reach:

Implementation steps, with key milestones (*bulleted list*):

Brief description of the evaluation plan (data collection methods and timing) to assess changes in students' knowledge, beliefs, attitudes, and behavior:

Budget

Line-item budget for the Great Plays grant: (list \$ amount and item description)

Note: Allocate a portion of the budget for the evaluation unless it is otherwise covered by additional institutional resources

Note: You may include indirect costs ($\leq 12\%$) as part of the \$15,000 grant.

Projected start and end dates for spending the grant:

Start:

End:

Additional institutional resources (staff FTEs, funding, in-kind contributions) to be devoted to the program, beyond the Great Plays grant (*bulleted list*):

By submitting this form, I certify that the information contained in this application is true and correct to the best of my knowledge.