

Panasonic



Expanding Grant-enabled Sales in the Public Sector

Federal and state grants are part of the budget picture for nearly every public sector agency in the country, but many customers are understaffed for grants development or lack experience with grant programs that could dramatically increase their budgets to purchase technology.

The Panasonic Grants Support Program provides customers with a full range of information, funding research, and consultation that will help them develop relevant projects, get their technology-rich projects funded, and even expand initiatives that are already in the works.

To engage this resource, please contact your Panasonic Area Sales Manager.

Top Grant Recipients

- Local Governments
- Public Safety Agencies
- Courts and Corrections Institutions
- K-12 Schools
- Colleges and Universities
- Hospitals and Regional Health Organizations



PROJECT CONSULTATION

Grants tend to fund projects that address **a clearly identified need**, either for a specific population or a defined geographic community. In addition, fundable projects should have measurable objectives and a compelling reason for including technology as a means to achieving those objectives.

Grants Development Consultants with the Panasonic Grants Support Program work with customers to help them develop and define their projects in the context of what funders want to support.

If the customer already has an idea of the technology they'd like, Grants Development Consultants will help them clarify and **articulate the needs** the technologies will address and provide input on other elements that might further **develop and strengthen** their projects, such as training, collaboration with other agencies in their communities, and staffing



FUNDER RESEARCH

More than 5,000 grant programs are opened each year in the US, providing approximately \$500 billion dollars in funding. Of course, not all of these programs are technology-friendly, and most of them have very specific parameters that define **who** may receive funding and **what** it may be used for.

With a few specifics on a customer's project, Panasonic Grants Support Program consultants will develop customized reports on funding opportunities that are the best fit with the project.

The reports will identify the most relevant funders, based on the **type of project**, **type of applicant** (or applicants, in the case of a consortium project), and the **geographic location** where the project will be deployed.



GRANTS DEVELOPMENT SUPPORT

In order to obtain funding for their technology projects, customers will need to develop and submit competitive grant applications to a qualified list of funding prospects. Whatever capacity and resources customers have to dedicate to developing grant proposals, the Panasonic Grants Support Program will help them **see the process through**.

A range of proposal support services are available, from **review and consultation** with the customer's grantwriter to **full proposal development**.

Grants Development Consultants will work with customers to evaluate their needs and determine the level of support that will maximize the customers' likelihood of obtaining funding and will optimize the technology they are able to purchase with the grant funds they receive.

POWERED BY GRANTS OFFICE



To support the Panasonic Grants Support Program, Panasonic has engaged Grants Office, a national grants development services firm with a 13-year track record of helping public sector agencies find and secure funding for technology projects.