

2025 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.

2025 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.

Subject to funding availability, approved grants are to be awarded no later than November 30, 2025. Great Plays is a partnership between the International Town and Gown Association (ITGA) and Molson Coors. Molson Coors is the contributing funder to make the grant awards possible which are administered by ITGA. Great Plays grant recipients will be recognized on the ITGA website with their respective logos as well as in the Molson Coors Imprint Report. All Great Plays grant money shall be utilized exclusively for the program identified by applicant and not for any other purpose. Any funds which are unused at the end of the identified program shall be returned to Great Plays.