

Grant Brief: FedEx Small Business Grant Contest

For-profit small business grant · Corporate

Up to \$50,000
(grand prize)

AWARD AMOUNT

Corporate

SCOPE

**Annual – typically opens
spring**

DEADLINE

Funder

FedEx

Eligibility

For-profit US small business in operation 6+ months with a FedEx shipping account.

Summary

Flagship corporate grant with a strong consumer brand storytelling angle.

Key Details & Fit for WOW

- Total pool ~\$300,000 split across multiple winners.
- Application: short business profile + photo/video pitch.
- Public voting round helps amplify brand awareness.
- Fit for WOW: photogenic product, social-media native, scalable trailer model.

Application Strategy

1. **Confirm current cycle** on the funder's site: <https://www.fedex.com/en-us/small-business-grant.html>
2. **Tailor the narrative** — lead with WOW's role as a kid-favorite Texas event brand and operator-licensing model.
3. **Attach assets** — pitch deck, business plan, and 2–3 hero photos of the product.
4. **Submit before deadline**; calendar a follow-up 14 days later.

Reminder: grant programs change. Always verify deadline, amount, and eligibility on the funder's official page before applying.

Open funder website ↗