



To: Organizations requesting funding from the Conway A&P Commission (Conway CVB)

From: Rachel Shaw

The Conway A&P Commission is now accepting funding request applications for 2017. Included in this packet is a copy of the Commission's policy for organizational funding, the funding request form to be filled out and a survey that must be completed by your event's attendees. Please review the attached guidelines before submitting your funding request documents. You may drop the completed request form and **10 copies** off at my office or mail them to:

Conway A&P Commission  
900 Oak St.  
Conway, AR 72032

**The deadline for submitting the 2017 funding request form will be October 14, 2016.** Should you receive funding it is your responsibility to follow the required guidelines listed in this document. Guidelines which are not followed will result in funding being reduced or voided.

If you have any questions, I can be reached by phone at 501.932.5409 or by email at [rachel@conwayarkansas.org](mailto:rachel@conwayarkansas.org).

Thank you,

Rachel Shaw  
Director of Destination Marketing  
Conway CVB

**CONWAY ADVERTISING AND PROMOTION COMMISSION  
SPECIAL EVENT ADVANCEMENT PROGRAM**

**I. DESCRIPTION**

The Special Event Advancement Program, sponsored by the Conway Advertising and Promotion Commission, is designed to help organizations within the Conway area in efforts related to special event development. Assistance may be provided in one or all areas:

- A. SEED MONEY
- B. ADVERTISING AND PUBLICITY
- C. A&P EVENT INCENTIVE

The purpose of providing assistance is to stimulate tourism and produce a positive economic effect on the businesses of the city of Conway. The Event Advancement Program has limited funds and is not designed to provide total financing for any event or its advertising. However, it serves as an incentive and an endorsement for those organizations that are working toward promoting tourism in the City of Conway.

**A. SEED MONEY**

Seed money shall be considered only for “new” events. It should give organizations some help but is not designed to fund the event in full.

1. Seed money will be administered to new events only and is limited to a period not more than three years. The A&P Commission feels this is ample time for the event to establish itself with sponsorships and other fundraising efforts. If granted the 1<sup>st</sup> year, the organization should not assume they will receive subsequent year’s allocations. The organization must re-apply each year.
2. The A&P Commission will make its decision on spending a limited amount of money based on which events they believe will make the most favorable economic impact by generating additional tourism business in Conway. The schedule is as follows:

<u>YEAR</u>	<u>Amount available</u>
<u>1<sup>st</sup> Year Event</u>	<u>Up to \$5,000.00</u>
<u>2<sup>nd</sup> Year Event</u>	<u>Up to \$2,500.00</u>
<u>3<sup>rd</sup> Year Event</u>	<u>Up to \$1,000.00</u>

3. If seed money is granted to your organization, the A&P Commission will require the organization to:
  - A. Agree in writing to abide by the terms as stated in the Funding Guidelines.
  - B. Agree in writing that organization bankruptcies or event deficits will not be covered by A&P funds. The Commission will not “bail out” events that incur losses.
  - C. Submit a complete written financial report, which should include all other funding sources within 30 days after the end of the event. Each organization should have each attendee to complete an A&P survey (survey attached on last page). Organizations receiving funding are responsible for making copies of the survey for distribution. The organization must submit a summary of the returned surveys when invoices are turned in for payment. After the event, the organization needs to give a report to the A&P

Commission at one of their monthly commission meetings, which is held the first Tuesday of each month at 2:30 p.m. at the Chamber of Commerce. This must occur for funding to be received. All receipts should be turned in to a representative from Lisa Stephens, CPA office in order to receive reimbursement. Receipts can be turned in at the time a report is given to the commission, or submitted prior to your presentation, but after your event has taken place.

## B. ADVERTISING AND PUBLICITY

If event Advertising and Publicity Services are granted to your organization, the A&P Commission will advise you of their specific award as follows.

### 1. Advertising purchases specific to your event.

These purchases must be **pre-approved by the A & P Commission**. Your Organization would be responsible for design and placement of the ad(s).

Ads must be preapproved by Rachel Shaw. Printed forms for advertising must include the A&P's CVB logo, which may be obtained from Rachel. **The CVB logo was updated in 2013 so please disregard any logo you have on file and request the new logo from Rachel.** Advertising that is not preapproved and does not include the proper logo will not be reimbursed. Please allow five business days for approval.

Contact information for Rachel:

Rachel Shaw

Email: [rachel@conwayarkansas.org](mailto:rachel@conwayarkansas.org)

Phone: 501.932.5409

### 2. Publicity of your event may include but will not be limited to the following:

- A. Local Cable Channel Announcements/ cable advertising
- B. Newspaper
- C. Radio
- D. Billboard/Marquee
- E. Mail outs
- F. Online advertising

## C. A & P EVENT INCENTIVE

Special Events funding will be at the discretion of the A&P Commission. These events will be solicited by the A&P Commission.

## II. CRITERIA

**Written Requests:** Organizations requesting Commission support for 2017 must submit their request to the Commission by **October 14, 2016**. Requests must be submitted on the Commission's form, but additional pages of explanations will be accepted. **All requests must be submitted by the above dates to receive consideration from the Commission.**

Added consideration shall be given to events presented by groups that:

- a. Have a successful track record
- b. Stage the event when at all possible at city facilities

**Economic Impact:** Written requests must substantiate the economic impact of the proposed event as it pertains to the primary mission of the A&P Commission, which is to promote the city of Conway and to attract tourism and convention markets to the city. The primary question to be considered by the Commission is how many dollars the event will generate in the local economy. The key criteria include number of visitors expected for the event and the total impact on local lodging, restaurant and retail business receipts.

**Budget:** The request will include an explanation of how the support or funds will be administered by the requesting organization. This request must be specific and must detail each amount requested including vendors and amount for each vendor. Event holders are requested to solicit bids from local vendors.

**Recognition:** Organizations receiving support or funding by the Conway A&P Commission will credit the Commission by **displaying a banner provided by the A&P Commission**. It will be the organization's responsibility to pickup and return the banner to Rachel Shaw. Banners must be checked out and must be returned within three business days of the event. Organizations who do not follow these guides or who damage or misplace banners must replace the banner or banners. The organization will also **recognize the A&P Commission in its programs and all advertising which A&P funding is paying for**. Preapproval of all printed material with the CVB name and logos must be granted by Rachel Shaw. Please see below for specific details.

Ads must be preapproved by Rachel Shaw. Printed forms for advertising must include the A&P's CVB logo, which may be obtained from Rachel. Advertising that is not preapproved and does not include the proper logo will not be reimbursed. Please allow five business days for approval.

**Indemnification:** The organization must agree in writing to indemnify the Conway A&P Commission for any liability associated with the organization and/or the event. If an event is voted to be supported in part by the A&P Commission, notification of such will be received by the organization. At that time, a contract will be signed by the A&P Commission chairman and organization, outlining the terms of the agreement.

**Compliance:** All events shall abide by local, state and federal laws. Furthermore, the event shall not be of a questionable nature and may not exclude race, creed or religion. It must be open to the public and provisions made for that purpose, e.g. handicap facilities, available parking etc.

**Payment of Invoices:** Requesting organizations will be reimbursed directly by the A&P Commission for approved expenses once paid invoices have been turned in. All invoices must be submitted to the Commission within **ninety days** of the event or the invoice will not be paid. Pending approval of the invoices, payment will be made at the next regularly scheduled meeting. **Invoices will not be paid before an event occurs unless the requesting organization has received approval from the Commission.** The invoices submitted to the Commission should not exceed the amount approved by the Commission. Documentation of expenditures will be required, e.g. copies of canceled checks, invoices, etc. No additional funds will be granted. Receipts should be turned in to Jill Walden with Lisa Stephens, CPA office at the below address: 715 Front St., Conway, AR 72032

**Survey & Reporting to Commission:** The organization receiving funding should have each attendee fill out a survey (attached) and then submit a recap sheet to the A&P Commission. A representative from the organization needs to give a recap of the event at the A&P monthly meeting. This presentation should be scheduled for the A&P meeting as soon as possible after

the event has taken place. The recap should include but is not limited to the following: the number of participants, number of spectators, number of overnight stays in local motels, and number of meals eaten at local restaurants.

**Notification:** If an event is voted to be supported in part by the A&P Commission, the requesting organization will receive notification in the form of a letter in the mail.

**Year-to-Year Support:** Commission support of an annual event will under no circumstances obligate the Commission to continue support for the event in subsequent years. Organizations should not assume nor budget Commission support annually. The Commission reserves the right to terminate funding or promotional support at any time should the Commission deem appropriate. If an event is voted to receive funding for either seed money or advertising purchases, the organization must read, understand and comply with the Commissions Funding Guidelines.

**CONWAY ADVERTISING AND PROMOTION COMMISSION  
EVENT ADVANCEMENT PROGRAM**

**III. APPLICATION**

**PLEASE FILL OUT ALL INFORMATION EVEN IF THE ANSWER IS "DON'T KNOW" OR "NOT APPLICABLE". IF YOU NEED TO BROADEN ANY INFORMATION, PLEASE ATTACH ADDITIONAL MATERIAL YOU FEEL WARRANTED.**

Requesting Organization

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1. Event Title \_\_\_\_\_

2. Description of the event and purpose of the event  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Date of scheduled event \_\_\_\_\_ Rain Date \_\_\_\_\_

4. Location(s) of event \_\_\_\_\_

5. Contact Person or Event Chairman \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

6. Names of individuals on the event planning committee and their area of responsibility

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____

7. Names of individuals on the Board of Directors and terms (if applicable)

President \_\_\_\_\_

Vice-President \_\_\_\_\_

Secretary \_\_\_\_\_

Treasurer \_\_\_\_\_

8. Type of request (please check one):

Seed Funding \_\_\_\_\_ TV Advertising \_\_\_\_\_ Online Advertising \_\_\_\_\_  
Print Advertising \_\_\_\_\_ Radio Advertising \_\_\_\_\_ Other \_\_\_\_\_

(A) If requesting seed funding, please explain how you will use this form of funding (i.e. cost of stage, banners, t-shirts)

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9. If advertising funding is requested, state how much \$ \_\_\_\_\_

(A) Please explain and list all information regarding use of requested money. Example- TV, radio, print or any other form of advertising (i.e. sizes, costs, length) and schedule of dates and/or times

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11. What is the estimated total cost of the event?

\_\_\_\_\_  
(NOTE: Must attach fully itemized budget)

12. Is this a first-time event? \_\_\_\_\_ If not, what year was your event first held? \_\_\_\_\_

13. Has the Commission provided funding in the past? \_\_\_\_\_

Please list what years funding was provided, how much and how that funding was spent

YEAR	AMOUNT	HOW SPENT
_____	_____	_____
_____	_____	_____
_____	_____	_____

14. What other funding sources are being sought? (i.e. grants, corporate sponsorships, etc.)

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15. List all revenue sources- pre-event and gate ticket sales, concession/vendors, registration fees, program fees, program ads, etc.

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16. If this is a pre-existing event, list the attendance for the past two years and explain how that count was reached.

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17. If this is a first-time event, what is the projected attendance?

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On what is this projection based?

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18. Who is your target audience?

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19. Is this event designed to profit Conway primarily from spectators or participants?

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20. Will this event appeal to Conway's current customers? \_\_\_\_\_

21. Will this event create new customers for Conway? \_\_\_\_\_

Briefly explain questions 20 and 21

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22. Is the event planned to be an annual event? \_\_\_\_\_

23. Is the event designed to prompt overnight visits? \_\_\_\_\_

24. List estimated number of people visiting and number of days/nights they will be in Conway.

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25. Are there similar events in other areas that can be used to gauge this event's potential?

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Explain \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

26. Do you have a marketing/public relations plan for promotion of the event? \_\_\_\_\_  
If so, please attach with timetable.

27. List all planned activities (i.e. music, food, craft show, entertainment) and/or attach your proposed schedule of events  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

28. Are there any charities and/or special interest groups benefiting from the proceeds of the event? If so please list:  
\_\_\_\_\_  
\_\_\_\_\_

29. Add any other information that you believe helps justify the use of Advertising and Promotion funds on this event  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We, \_\_\_\_\_ (requesting organization) agree to release the Conway Advertising & Promotion Commission, its Commissioners and employees, from liability associated with the organization and/or event for which funds are requested.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Organization President/Chair/Official)

The Conway Advertising & Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Requesting Organization)

We, \_\_\_\_\_ (requesting organization) have read and understand the policy for organizational funding.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Requesting Organization)



**Conway CVB Survey**

**Thank you for visiting Conway and for completing this summary.**

**The information on this page will NOT be shared with anyone outside of the Conway Convention & Visitors Bureau.**

EVENT NAME \_\_\_\_\_

City and Zip Code attendee is from: \_\_\_\_\_

Number in Party \_\_\_\_\_

Adults \_\_\_\_\_ Children \_\_\_\_\_

How many nights spent in Conway? \_\_\_\_\_

Which Conway hotel did you stay in? \_\_\_\_\_

Did you eat at local restaurants? \_\_\_\_\_

How many times and which ones? \_\_\_\_\_

Did you do any other activities in Conway or this area during your stay? \_\_\_\_\_

If yes, please briefly explain:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will you visit Conway again? \_\_\_\_\_