



The Conway A&P Commission is now accepting funding request applications for 2024 events. Included in this packet is a copy of the Commission's policy for organizational funding, as well as the funding request form to be filled out by the requesting party. Please **review the attached guidelines** before submitting your funding request documents. You may drop the completed request form and **8 copies** off at my office or mail them to:

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

**The deadline for submitting the 2024 funding request form will be October 16, 2023.** 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  
Executive Director  
Conway CVB

**CONWAY ADVERTISING AND PROMOTION COMMISSION**

## SPECIAL EVENT ADVANCEMENT PROGRAM

### I. DESCRIPTION of funding types

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

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

The purpose of providing funding is to stimulate tourism and produce a positive economic impact 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.

Regardless of the type of funding you are awarded, all grantees are required to complete the following steps:

1. Require as many attendees as possible to complete an A&P survey (which can be downloaded at [ConwayArk.com/resources](http://ConwayArk.com/resources)). Organizations receiving funding are responsible for making copies of the survey for distribution. The organization must submit a summary of the returned surveys when making their presentation at an A&P meeting.
2. After the event, the organization is required to give a report to the A&P Commission at one of their monthly commission meetings, which are held the second Monday of each month at 2:30 p.m. at Conway City Hall, 1111 Main St., Conway, AR 72032. This must occur for funding to be received.
3. Turn in receipts for reimbursement to Jill Walden at Lisa Stephens CPA office. No funding will be provided until receipts are turned in.
4. All receipts and funding reimbursement requests must be made within 90 days of your event. If receipts are turned in later than 90 days your request can be denied.

#### A. SEED MONEY

Seed money shall be considered only for “new” events. It should give organizations some financial 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. The schedule is as follows:

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

2. The A&P Commission will make its decision on funding based on which events they believe will make the most favorable economic impact by generating additional tourism business in Conway.

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.

## **B. ADVERTISING AND PUBLICITY**

If event Advertising and Publicity funds 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.

**Advertisement artwork must be preapproved by Rachel Shaw.** All forms of advertising being paid for in part by the A&P Commission must include the Conway CVB logo which may be obtained from Rachel Shaw. Advertising that is not preapproved and does not include the proper logo will not be reimbursed. Chamber of Commerce, Conway Development Corporation or Conway Downtown Partnership logos are NOT acceptable. 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/Magazine
- C. Radio
- D. Billboard/Marquee
- E. Mail outs
- F. Online advertising
- G. Paid social media advertising

## **C. A & P EVENT INCENTIVE**

Event Incentive funding will be awarded 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 2024 must submit their request to the Commission by **October 16, 2023**. Requests must be submitted on the Commission’s form, but

additional pages of explanation 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 visitors to Conway hotels and restaurants. 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.

**Recognition:** Organizations receiving support or funding from 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 pick-up 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 guidelines or who damage or misplace banners will be financially responsible for costs associated with printing new banners. The organization will also be required to **include the CVB logo on all forms of advertising which A&P funding is paying for**.

**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.

**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 with provisions made for that purpose, e.g. handicap facilities, available parking, etc.

**Event Changes:** If significant changes have to be made to an event i.e. location change, date change, format change, max capacity, etc., the event owner is required to notify the commission of the proposed changes. Some changes may result in the event no longer being eligible for funding or not being eligible for the full amount originally allocated. This decision will be up to the discretion of the A&P Commission.

**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 and receipts 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 A&P Commission 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 can be dropped off at the office of Lisa Stephens, CPA, which is located a 715 Front St., Conway, AR 72032, emailed to Jill Walden at [Jill@lisastephenscpa.com](mailto:Jill@lisastephenscpa.com) or turned in at the time of your in-person report to commissioners. Please note that reimbursements can take up to 30 days to be processed and paid.

**Survey & Reporting to Commission:** Organizations receiving funding should have as many attendees as possible fill out a visitor survey, which can be downloaded at ConwayArk.com, 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 one of the A&P Commission's monthly meetings. 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 hotels, and number of meals eaten at local restaurants. Presenting organizations are expected to provide a one-page summary of data collected from visitor surveys.

**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. Please make sure to include a mailing address on your application for this purpose.

**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 they 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 planning event and their area of responsibility

Name	Responsibility
_____	_____
_____	_____
_____	_____
_____	_____

7. Type of request (please check one):

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

8. If requesting seed funding, please list your desired amount, as well as explain how you will use this form of funding (i.e. cost of stage, banners, t-shirts) and if you have received seed funding in the past.

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

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

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(NOTE: Must attach fully itemized budget)

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

12. 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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

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

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15. If this is a pre-existing event, list the attendance for the past two years and explain how that count was reached. (Can use 2018, 2019 numbers if 2020 and 2021 events were affected by COVID)

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16. 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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17. Who is your target audience? \_\_\_\_\_

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

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

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

21. List estimated number of people visiting and number of days/nights they will be in Conway, as well as any hotels you are partnering with for your event.

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

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Explain \_\_\_\_\_

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23. Do you have a marketing/public relations plan for promotion of the event? \_\_\_\_\_

If so, please attach with timetable.

24. Attach your proposed schedule of events (ex. Registration time, event kick-off time, event closing, etc.)

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

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

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

26. Add any other information that you believe helps justify the use of Advertising and Promotion funds for 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)

