

BATESVILLE

ADVERTISING & PROMOTION COMMISSION

2018 Event Grant Application

ABOUT THE EVENT GRANTS

The purpose of these investments is to further the efforts of the City of Batesville Advertising and Promotions Commission (A&P) to promote tourism and increase hotel stays within the city limits of Batesville, Arkansas.

Funding is meant to help offset any expenses related to hosting the event.

Ex: marketing, staff, supplies, food, etc.

FUNDING

Event grants are based on the total number of paid hotel rooms within the city limits of Batesville, Arkansas, attributed directly to the event. Hotel stays outside of city limits will not be used for funding consideration.

For each paid hotel stay, an applicant will receive \$20.00.

Ex: 100 paid rooms= \$2,000.00

Funding will only occur after the event is complete and hotel stays have been tracked by Tourism Director.

GUIDELINES

- All applications will be accepted by the Tourism Director and presented to the A&P Commission for review.
- Terms of the grant process are subject to change without notice and funds are available on a first come first served basis. A total of \$25,000.00 has been allocated for 2018.
- Applications must be received at least 3 months prior to the event start date.
- A minimum of 10 hotel stays per event must be expected for the event to qualify for funding.
- Submitting an application does not guarantee funding.
- Applicant must provide a booking code to be used for the tracking of hotel stays.
- It is the applicant's responsibility to communicate the booking code to event attendees.
- Applicant must communicate any event changes that may occur prior to the scheduled start date. *Ex: event cancellation, rain out, etc.*
- A previously funded event or project does not guarantee funding for the current application.

RECOGNITION:

Tourism Director will contact grant applicant regarding approval or denial of grant application.

Grant recipients must agree to recognize the Batesville A&P Commission as funding source on all printed material and website. Logo will be provided at time of acceptance.

If your organization/event includes a program, one full page ad space must be made available to "Experience Independence" at no charge.

FREEDOM OF INFORMATION ACT: Any support received from the Batesville A&P Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Handbook. For additional information, please visit www.arkansas.gov

REQUESTING ORGANIZATION:

Name of Organization _____

Address _____

City/State/Zip _____

Tax ID# _____

Is this an incorporated non-profit organization? _____

Contact Information:

Primary Contact Person _____

Cell Phone _____ Work Phone _____

Email Address _____

Alternate Contact Person _____

Cell Phone _____ Work Phone _____

Email Address _____

Event Name _____

Event Date/s _____

Event Description

Please include expected attendance, history of the event, local partnerships involved:

Hotel Booking Code (please communicate to all event attendees)

Estimated Number of Hotel Stays

I have reviewed the above and understand that disbursement of funds will be based on our organization adhering to these rules.

Organization Name: _____

Signature: _____ Date: _____

Printed Name: _____