

Springdale Advertising & Promotion Commission
TOURISM FUNDING PROGRAM
Meetings, Sports and Events

This is a funding program managed by Explore Springdale. Organizations awarded funds must follow all Advertising & Promotion Commission Guidelines and requirements to receive allocated dollars.

1. **About the Program:** The Springdale Advertising and Promotion Commission (SAPC) Tourism Funding Program was created to enhance tourism-oriented meetings/events by leveraging community funds with SAPC monies to assist in attracting visitors from outside of Springdale.

The Tourism Funding Program is not designed to cover the entire cost of a project. The funding covers marketing/advertising/promotional related expenses.

2. **Application Process:** Submit the online or print funding application to Explore Springdale. Incomplete forms or other deviations from the application may result in omission from the evaluation process.

3. **Meeting/Event Completion:** The meeting/event must be completed by the stated date of the meeting/event, and a summary of the meeting/event submitted to the SAPC within 30 days of to December 30th of the event year. The summary includes:

1. Invoices for items for which you are asking to be reimbursed
2. Number of participants and number of Springdale lodging rooms booked
3. Overall economic impact of the meeting/event to the local community

4. **Additional Policies**

- a. *Brand Recognition:* Organizations receiving funding from SAPC are required to:
 - i. Include the Explore Springdale logo on all printed material
 - ii. Include the Explore Springdale website (explorespringdale.com) in all correspondence with event participants and promotions.
 - iii. If the organization has a website or social media page, a visual link to exploresspringdale.com must be included.
 - iv. If your meeting/event includes a program, a half page ad space must be made available to Explore Springdale at no charge.
- b. *Disbursement:* Invoices are required for disbursement of funds. If the invoices are less than the approved funding amount, excess funds cannot be used for unapproved items associated with the meeting/event.
- c. *Indemnification:* Organization agree in writing to indemnify the SAPC and Explore Springdale of any liability associated with the organization or event.
- d. *Freedom of Information Act:* The applicant must acknowledge understanding that any support from the SAPC is subject to the FOI laws as stated in the Arkansas Freedom of Information Handbook.

Springdale Advertising and Promotion Commission may request or require additional information from funding awardees if needed.



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