



Advertising and Promotion Commission Application for Funding

The Texarkana, Arkansas Advertising and Promotion Commission (A&P Commission) has a funding program where entities may apply for grant monies from the A&P Commission to help offset the cost of their event or program. The primary purpose of this program is to promote the City of Texarkana, Arkansas and attract visitors from outside the Texarkana area. Entities awarded funds must follow all A&P Commission guidelines and requirements to receive allocated dollars.

Recognition: Entities receiving funding from the A&P Commission are required to include the “Experience Texarkana” logo on all printed material. The logo shall not be used for any other purpose without express consent from the A&P Commission.

Availability: Funding is subject to availability of funds.

Year-to-Year Support: Past support does not obligate the A&P Commission to continue support in subsequent years. Entities should not assume nor budget A&P support annually.

Self-Sufficiency: The A&P Commission funding program is not designed to fund programs or events over a long period of time. The A&P Commission expects programs or events that are funded to be self-sufficient after three (3) years. The A&P Commission may fund entities or events beyond three (3) years on a case-by-case basis.

Economic Impact: The purpose of the A&P Commission is to promote the City of Texarkana, Arkansas. It is important for the applicant to provide insight into the proposed event’s economic impact to the City of Texarkana, Arkansas.

Debts: It is the sole responsibility of the requesting organization to properly plan their event or project and manage their funds in a manner that demonstrates both fiscal accountability and management responsibility. The A&P Commission will not “bail out” events that incur losses.

Indemnification: Organizations agree in writing to indemnify the A&P Commission of any liability associated with the organization or event.

Freedom of Information Act: The applicant must acknowledge understanding that any support from the A&P Commission is subject to the Freedom of Information laws as stated in The Arkansas Freedom of Information Act.

Written Application and Supporting Documents: All requests must be submitted using this Application. As stated in this Application, additional documentation and information are required. If this Application is incomplete, the funding request will not be considered.

Include any printed advertising material from previous year.



Advertising and Promotion Commission Application for Funding

Application for Funding

Please fill out all the information even if the answer is "not applicable/unknown." If you need to broaden any information, please attach additional material you feel warranted.

Organization Name: _____

Type of Organization: Private _____ Non-Profit _____ Civic Club _____
Governmental _____ Religious _____ Educational _____
Other (please identify) _____

Address _____

Phone # _____ Fax # _____

Contact Person and Phone # _____

EIN # _____

Names of individuals on event planning committee and their area of responsibility

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____

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

President _____

Vice-President _____

Secretary _____

Treasurer _____

Event Title _____



Advertising and Promotion Commission Application for Funding

Description of event and its purpose

Date and Location of event

Amount of funding requested \$

If funded, how will the monies be spent?

What is the estimated total cost of the event? \$

(attach fully itemized budget)

Is this a first-time event? _____

If not, what year was your first event? _____

Has the A&P Commission provided funding in the past? _____

If yes, list years funding provided, how much awarded, how much spent.

Year	Amount	Awarded	Spent
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

What other funding sources are being sought/secured? (i.e., grants, corporate sponsorships, individual donations, etc., if applicable)

Source	Amount
_____	_____
_____	_____
_____	_____
_____	_____



Advertising and Promotion Commission Application for Funding

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

Projected attendance _____ Projected out-of-town attendance _____

Who is your target audience? _____

On what is this projection based? _____

Is the event planned to be an annual event? _____

Is the event designed to prompt overnight visits? _____

Do you have a marketing/public relations plan for promotion of the event? If so, please attach a timetable and what type advertising will be done.

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



Advertising and Promotion Commission Application for Funding

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

Add any other information you believe helps justify the use of Advertising and Promotion funds for this event

Documents and other Information to be Provided

Each applicant must provide the following documentation and information:

- A financial statement as of the most recent fiscal year-end.
- A five-year history of the amounts and uses of funds received from the A&P Commission, including results and benefits.
- Status of any unspent Advertising and Promotion funds.
- Total budget of the organization for the period in which funds are to be used.



Advertising and Promotion Commission Application for Funding

We, _____ (requesting organization) agree to release the City of Texarkana, Arkansas Advertising and 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 City of Texarkana, Arkansas Advertising and 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. The decision of the Advertising and Promotion Commission is final and cannot be appealed.

Signed _____ Date _____
(Organization President/Chair/Official)

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

Signed _____ Date _____
(Organization President/Chair/Official)

This Application must be completed in full and submitted with all applicable documents and information. If this documentation and information is not provided, it will be deemed incomplete and will not be considered.



Advertising and Promotion Commission Application for Funding

Ten (10) copies of the written request should be submitted on or before deadline.

Application and documents should be submitted to:

**Finance Director Shena Washington
City of Texarkana Arkansas
216 Walnut Street
PO Box 2711
Texarkana, AR 75504-2711**