



ROGERS ADVERTISING AND PROMOTION COMMISSION CONVENTION/EVENT FUND GUIDELINES

Please read carefully and sign page 7 where indicated. Funding will not be granted unless forms are filled out entirely.

- ABOUT THE PROGRAM

The Rogers Advertising and Promotion Commission's Convention/Event Fund (CEF) is designed to assist Rogers in securing and hosting conventions or events that support the mission of Visit Rogers to positively impact the Rogers economy through the promotion of the area as a business, retail and convention destination. The funds may also be used to provide additional incentives for the closing and or confirming of future business for the convention center and Rogers hotels.

- QUALIFYING FOR FUNDS

- The Rogers A&P will determine the estimated economic impact of the convention/event (attendance multiplied by \$252.29) and the amount contributed is based upon the total number of paid and actualized room nights. Should the convention/event drop below the total room minimum as established in the original funding documentation, a reduction in the CEF contribution can occur. The reduction will be based on utilizing the percentage of room's reduction and applying that percentage to reduce the CEF contribution.
- Client agrees to utilize Visit Rogers for any overflow hotel assistance needed in order to help ensure an accurate room pick-up. Conventions/Events should have a verifiable two year history for room pickup. Visit Rogers will verify a two-year hotel usage history and economic impact report to reflect this usage. This requirement will be suspended for first-time, new events.
- **Client agrees to only utilize hotels in Rogers city limits. Hotels utilized outside of Rogers city limits could result in reduced funding or no funding at all being awarded. See website for accurate listing of hotels in the Rogers city limits. www.visitrogersarkansas.com**

- FUND USES

Some of the anticipated uses for this funding assistance include, but are not limited to:

- Underwriting/subsidy for rental space at convention center or sports facility
- Underwriting/subsidy for additional services, such as audio visual, meals and transportation.
- Marketing support for convention/event to enhance attendance, such as printing flyers, postcards, postage, etc.

The CEF program is not designed to cover the entire cost of a convention or event. Each applicant shall provide a proposed budget for the convention/event, including planned expenses and revenue.

If a group staying at Rogers hotels has 100 or less room nights, the approved applicant is eligible to receive a sponsorship. Flyers, printing and other promotional opportunities are available, based on a decision made by the Rogers A&P commission.

- APPLICATION PROCESS

Complete the CEF application (pages 5-7) and send to the Rogers Advertising and Promotion Commission. **The application must be completed in full by the representative of the group and the next person in charge.** Incomplete forms or other deviations from the application format could result in elimination from the funding process. If more space is needed, please attach additional pages or documents to the application.

Funding requests must be submitted by mail or e-mail at least one month prior to any A&P Commission meeting. (Commission meetings are the second Wednesday of each month).

Rogers Advertising and Promotions Commission

Attn: J.R. Shaw, Executive Director

317 West Walnut Street

Rogers, AR 72756

479-636-1240

JR@rogerslowell.com

All CEF applications will be considered and awarded by the Rogers A&P Commission. The application must bear the signature of the convention/event planner and the signature of another pertinent person involved. In the event one person no longer is associated with the event, the other signing party assumes the responsibility for compliance with the grant guidelines and procedures. **All funds will be paid from vendor invoices only.** All CEF requests are subject to availability of funds. **Invoices will not be paid until completion of the event unless prior approval of the Rogers A&P Commission.**

The organizations responsible for the management of the convention/event will be responsible for ensuring the cost of services (i.e. transportation, audio visual, etc.) is competitive.

Applicants cannot transfer funds from one specific grant project/event to a different project. Any deviation from the CEF application must be submitted in writing to the Rogers Advertising and Promotion Commission. The Rogers Advertising and Promotion Commission must also be notified in writing as soon as possible if the applicant does not plan to use their funds which have been approved. Please submit all vendor invoices to the Rogers A&P Commission as well as all required information. Funds may not exceed the awarded amount. If invoices do not total the amount of the funding allocated, the monies will be put back into the CEF fund for future conventions/events.

Conventions/events must be completed by the stated date of the event and all reimbursement requests shall be submitted to the Rogers Advertising and Promotion Commission within 45 days of the completion of the convention/event and prior to December 31 of the event year. Failure to do so could result in the cancellation of the funding.

Within 15 days of convention/event completion, all grant awardees must provide Visit Rogers a summary of the event including:

- Exact number of participants, number of hotel rooms utilized and number of days (hotel receipt verification of all hotel rooms utilized if booked outside Visit Rogers Housing Services)
- When applicable, please send a sample of the promotional items used to promote the convention prior to the event

Failure to provide this information could affect future funding

ADDITIONAL POLICIES

Indemnification:

Organizations agree to indemnify the Rogers Advertising and Promotion Commission for any liability associated with the organization and/or the event.

ANNUAL SUPPORT

The Commission support of an annual convention/event will under no circumstances obligate the Commission to continue support for the convention/event in subsequent years. Organizations should not assume nor budget Commission support annually. The Rogers A&P Commission reserves the right to terminate funding or promotional support at any time the Commission deems appropriate.

DEBTS

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

RECOGNITION:

- Must agree to recognize Rogers A&P Commission as a funding source on all printed material and website.
- Please use the available logo from www.visitrogersarkansas.com/media/ for printed materials and website.



- If your organization/event has a website, a visual link to Visit Rogers site must be included. www.visitrogersarkansas.com
- If your convention/event includes a program, one full page ad space must be made available to Visit Rogers at no charge.

FREEDOM OF INFORMATION ACT:

Any support received from the Rogers 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

Only return pages 5-7 to Visit Rogers

I have read and hereby agree to guidelines on pages 1-4, please initial here: _____

**Rogers Advertising and Promotion Commission
Convention/Event Fund Application**

Please type or print

Date of Application: _____

Convention/Event Date: _____

Name of Organization:

Address:

City: _____ State: _____ Zip: _____

Phone: _____

Year organization was established: _____

Convention/Event Name:

Year Established: _____ Frequency (semi-annual, etc.): _____

Convention/Event Planner:

Daytime Phone: _____ Email: _____

Cell Phone: _____

Convention/Event Start Date: _____

Convention/Event End Date: _____

Convention/Event Location:

Total hotel room demand:

Convention/Event Program Funds Requested:

\$ _____

Will this funding decide the convention/event location? Yes No

What other communities are being considered for this convention/event?

Give a summary of your event and describe in detail what the funds will be used for (use additional sheets if necessary):

Please state how you will recognize the Rogers A&P Commission (printed materials, websites, etc.):

Please attach any past printed materials.

In order to expedite the processing of this group please provide us with the following information on your organizations past two years of meeting/convention history.

Year_____ Month_____ Room Pick up (if available) _____ Day Pattern

Where? Hotel_____ City_____

State_____ Room Rate_____

Hotel Contact_____ Phone # _____

Did you receive funding from the CVB, City or Convention Center?

If so, how much?

8/10/12

Year _____ Month _____ Room Pick up (if available) _____ Day Pattern _____

Where? Hotel _____ City _____
State _____ Room Rate _____

Hotel Contact _____ Phone # _____

Did you receive funding from the CVB, City or Convention Center?

If so, how much?

Please attach (must have in order for grant to be processed):

- Current budget information and proposed budget
- Last year's program or samples of printed materials for convention/event
- Attach any sponsorships or source of funding for the event

Please send all completed forms to:
Rogers Advertising and Promotion Commission
Attn: J.R. Shaw
317 West Walnut
Rogers, AR 72756

JR@rogerslowell.com

Signature: _____ Title: _____

Print Name: _____ Date: _____

Signature: _____ Title: _____

Print Name: _____ Date: _____