



Rogers Advertising and Promotion Commission

EVENT FUND GUIDELINES

*Please read carefully and sign page 6 where indicated.
Funding will not be granted unless forms are filled out entirely.*

About the Program

The Rogers Advertising and Promotion Commission's (A&P) Convention/Event Fund (CEF) is designed to assist Rogers in securing and hosting conventions, tournaments, groups, 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, sporting, 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.

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 sporting facility
- Underwriting/subsidy for additional services
 - i.e. audio visual, meals, transportation, etc.
- Marketing support for events to enhance attendance
 - i.e. printing flyers, postcards, postage, etc.

The CEF program is not designed to cover the entire cost of an event. Each applicant shall provide a proposed budget for the event, including planned expenses and revenue. Flyers, printing, and other promotional opportunities are available, based on a decision made by the Rogers A&P Commission.

Qualifying for Funds

- Client agrees to utilize Visit Rogers for any overflow hotel assistance needed to help ensure an accurate room pickup at the end of the event. 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.**

Application Process

Complete the application (pages 4-5) and send to the Rogers A&P 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 **e-mail or mail** at least one-month prior to any A&P Commission meeting. Commission meetings are held the second Wednesday of each month.

Submit by e-mail to:

Meetings & Conventions
Luke Wiggins
Luke@RogersLowell.com
(479) 619-3191

Sports & Group Tours
Kelly Parker
Kelly@RogersLowell.com
(479) 619-3196

Leisure & Other
J.R. Shaw
JR@RogersLowell.com
(479) 619-3183

Submit by mail to:

Rogers A&P Commission
317 W. Walnut Street
Rogers, AR 72756

All CEF applications will be considered by the Rogers A&P Commission. The application must bear the signature of the 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 CEF requests are subject to availability of funds. The organizations responsible for the management of the event will be responsible for ensuring the cost of services (i.e. transportation, audio visual, etc.) is competitive.

Funding Award Policies

All funds will be paid from vendor invoices only. Invoices will not be paid until completion of the event unless otherwise prior approval of the Rogers A&P Commission is obtained.

Applicants cannot transfer funds from one specific event to a different event. Any deviation from the CEF application must be submitted in writing to the Rogers A&P Commission. The Rogers A&P 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 events.

Events must be completed by the stated date of the event and all reimbursement requests shall be submitted to the Rogers A&P Commission within 45 days of the completion of the event and prior to December 31st of the event year. Failure to do so could result in the cancellation of the funding.

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

- Exact number of participants
- Number of hotel rooms utilized each night **AND** number of nights stayed
- When applicable, please send a sample of the promotional items used to promote the convention prior to the event

Should the 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.

Hotel receipt verification required of all hotel rooms utilized if booked outside Visit Rogers housing services.

Failure to provide this information could affect future funding.

Additional Policies

Indemnification: Organizations agree to indemnify the Rogers A&P Commission for any liability associated with the organization and/or the event.

Annual Support

The Commission support of an annual event will under no circumstances obligate the Rogers A&P Commission to continue support for the event in subsequent years. Organizations should not assume nor budget Rogers A&P 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 Commission funds. The Rogers A&P 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:

- Agree to recognize Visit Rogers as a funding source on all printed material and website
 - Updated logo can be provided by the Visit Rogers team
- If your organization event has a website, a visual link to Visit Rogers [website](#) must be included
- If your 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.



Rogers Advertising and Promotion Commission Event Fund Application

I have read and hereby agree to guidelines on pages 1-3, please initial here: _____

Please type your responses below. If more space is needed, please attach additional pages or documents to application.

Date of Application: _____

Organization Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Year Organization Established: _____

Planner Name: _____ Planner Title: _____

Daytime Phone: _____ Cell Phone: _____

Email: _____

Event Name: _____

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

Event Start Date: _____ Event End Date: _____

Event Location: _____

Event Program Amount Requested: \$_____

Total Hotel Rooms Needed: _____ Total Rooms on Peak: _____

Will this funding decide the event location? Yes _____ No _____

Other cities being considered for event: _____

Attachments to be included to process application:

1. Summary of event. *Please describe in detail what the funds will be used for.* Included: Yes _____ No _____

2. Summary stating how Visit Rogers will be recognized. Included: Yes _____ No _____

Please attach any past printed materials and describe in detail where Visit Rogers will be recognized.

To expedite the process, please provide us with the following information on your organization's past two years of event history.

Past Event Date: _____ Hotel Pattern (ex: Fri. – Sun.): _____
 Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____
 Host Hotel Name: _____
 City: _____ State: _____ Room Rate: \$ _____
 Hotel Contact Name: _____ Hotel Contact Phone: _____
 Did you receive any funding from the CVB/DMO, City, or Convention Center? Yes _____ No _____
 If so, how much funding did you receive? \$ _____

Past Event Date: _____ Hotel Pattern (ex: Fri. – Sun.): _____
 Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____
 Host Hotel Name: _____
 City: _____ State: _____ Room Rate: \$ _____
 Hotel Contact Name: _____ Hotel Contact Phone: _____
 Did you receive any funding from the CVB/DMO, City, or Convention Center? Yes _____ No _____
 If so, how much funding did you receive? \$ _____

Please attach the following:

- _____ Current budget information and proposed budget
 - _____ Last year's program or samples of printed materials for event
 - _____ Attach any sponsorships or source of funding for the event
- *Must have all items for application to be processed****

Please send all completed forms to:

Meetings & Conventions
 Luke Wiggins
Luke@RogersLowell.com
 (479) 619-3191

Sports & Group Tours
 Kelly Parker
Kelly@RogersLowell.com
 (479) 619-3196

Leisure & Other
 J.R. Shaw
JR@RogersLowell.com
 (479) 619-3183

Two Signatures from the organization are required for application to be processed.

Signature: _____ Title: _____
 Print Name: _____ Date: _____
 Signature: _____ Title: _____
 Print Name: _____ Date: _____