

**ARKANSAS DEPARTMENT OF PARKS & TOURISM  
FESTIVAL ADVERTISING GRANTS PROGRAM RULES**

**STATEMENT OF INTENT:**

**It is the intent of this grant program to supplement the advertising of festivals run by small cities or communities that have minimal advertising funds.**

Incorporated Arkansas cities with a population of less than 10,500, as established by the most recent census, or unincorporated communities (applying through the county) are eligible to apply. Entities awarded grants will become vendors of the state. No more than one grant may be awarded to a city/community per fiscal year.

To be eligible, the festival must be open to the public, have no charge for admission (either by money, donation, or otherwise), and must be a recurring annual event in existence for at least one year prior to applying for the grant.

\$150,000 will be divided equally among the six Destination Marketing Areas (DMAs) as defined by Arkansas Department of Parks and Tourism. If there is a shortage of qualified grant applications in a DMA, the funds can be distributed to other DMAs.

Grants will be awarded in increments of \$50, with a minimum of \$500 and maximum of \$2,000. Grant recipients will be reimbursed for 2/3 of the advertising expenses up to, but not to exceed, the grant amount. Payment will be made after grant recipient has provided all required documentation to the Arkansas Department of Parks and Tourism.

There will be one grant period per fiscal year. In the first year, grants will be awarded for advertising purchased between January 1 and June 30, 2016. Original applications must be received in full by 5:00 p.m. on November 13, 2015. Grant recipients will be notified on or before December 31, 2015.

In subsequent years, original applications must be received in full by 5:00 p.m. on March 1. Grant recipients will be notified on or before May 1, with funding to be available July 1 for advertising purchased between July 1 and June 30 of the following year.

Applications will be reviewed by a committee appointed by the executive director of the Arkansas Department of Parks & Tourism to include, but not be limited to, Tourism Division employees and a representative of the Arkansas Festivals & Events Association board of directors. The committee will present recommendations to the ADPT executive director for final decision.

Applications should be typewritten. All applications must be accompanied by the festival's operational budget, an itemized advertising plan, a statement of the minutes or administrative order from the governing city or county board approving the grant request, and a statement affirming the amount of funds held by or committed for the purchase of said advertising.

Funds must be used to buy advertising – magazine, newspaper, radio, television, online, posters, flyers, or billboards. Purchase of supplies, clothing, or other items that could be used for resale will not be approved for funding.

All advertising purchased with grant money, excluding billboards, must include the following statement. In print advertising, the statement must be no smaller than 8 point. In audio advertising, the statement must not be under 5 seconds in duration.

*This ad paid for in part by AR Dept. of Parks & Tourism. For more information on festivals in Arkansas, visit [Arkansas.com](http://Arkansas.com).*

Billboard ads must include the following statement large enough to be legible from the highway.

*Visit [Arkansas.com](http://Arkansas.com) for more events in *The Natural State!**

To disperse payment of grant, the Arkansas Department of Parks and Tourism must receive all required documentation no later than thirty (30) calendar days after the conclusion of the festival. For advertising that runs or is purchased on or after May 15, the documentation must be received before June 28 to be processed and paid by end of fiscal year. Failure to meet required deadlines will result in forfeiting grant funding. To request payment of grant, the grant recipient must provide each of the following to the Arkansas Department of Parks and Tourism:

- Request for payment form, completed and signed by grant recipient.
- Invoice made out to the grant recipient (city/county) from the service provider.
- Proof of payment from grant recipient (city/county) to the service provider.
- Proof of performance.

The following will serve as proof of performance.

- Newspapers/Magazines – Original tear sheets of the page where the ad was placed. The sheet should have the publication name and issue date on it. If the publication name and issue date are not on the tear sheet, the entire issue must be provided.
- Radio/Television – Performance affidavits signed by the station manager and signed and stamped by a notary. A digital copy of the ad as it ran on the station.
- Billboard – A photo of the ad on the billboard at the location plus the invoice verifying the location and dates of display.
- Poster/Flyer – An original of the poster/flyer.
- Online Ads – A screenshot of the ad as it appears on the site to include the URL. Analytics for the length of the ad run, as provided by the service provider, to include but not be limited to exit links to festival site and page views.

If an advertising agency is used, the agency invoice made out to the grant recipient (city/county) must also be provided.

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
FESTIVAL ADVERTISING MATCHING GRANT PROGRAM  
RULES & CHECKLIST**

**RULES FOR AD CONTENT / DESIGN**

- Funds must be used to buy advertising – magazine, newspaper, radio, television, online, posters, flyers, or billboards.
- All print advertising, excluding billboards, must include the following statement in 8-point font or larger:

*This ad paid for in part by AR Dept. of Parks & Tourism. For more information on festivals in Arkansas, visit Arkansas.com.*

- All audio advertising must include the following statement to run no less than 5 seconds in duration:

*This ad paid for in part by Arkansas Department of Parks & Tourism. For more information on festivals in Arkansas, visit Arkansas.com.*

- All billboard ads must include the following statement large enough to be legible from the highway:

*Visit Arkansas.com for more events in The Natural State!*

**HOW TO CALCULATE 2/3 AMOUNT**

*This is very important!!* We can only reimburse you for the amount you request on your completed RFP. You might shortchange yourself if you don't do your calculations using the following method:

- 1) Divide the invoice amount by 3.
- 2) Multiply that amount by 2.

For example, to calculate 2/3 of a \$3,000 invoice:

- 1)  $\$3,000 \div 3 = \$1,000$
- 2)  $\$1,000 \times 2 = \$2,000$

**REQUEST FOR PAYMENT CHECKLIST**

Compile each of the following into one packet. Do not send partial requests.

- Completed request for payment form signed by grant recipient (city mayor/county judge).
- Invoice made out to the grant recipient (city/county) from the service provider. If an advertising agency is used, the agency invoice made out to the grant recipient (city/county) must also be provided.
- Copy of the front and back of a cancelled check from grant recipient (city/county) made payable to the service provider.
- Proof of performance.

(see other side)

## **PROOF OF PERFORMANCE**

The following will serve as proof of performance.

- Newspapers/Magazines –
  - **Original** tear sheets of the page where the ad was placed. The sheet should have the publication name and issue date on it.
  - If the publication name and issue date are not on the tear sheet, the entire publication must be provided.
  
- Radio/Television –
  - Performance affidavits **signed by the station manager** and **signed and stamped by a notary**
  - A digital copy of the ad as it ran on the station
  
- Billboard –
  - A photo of the ad on the billboard at the location
  - Invoice verifying the location and dates of display
  
- Poster/Flyer –
  - An original of the poster/flyer
  
- Online Ads –
  - A **screenshot** of the ad as it appears on the site – **must include the URL**
  - **Analytics** for the length of the ad run, as provided by the service provider, to include but not be limited to **exit links to festival site** and **page views**.

(see other side)