

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 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](http://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 [explorespringdale.com](http://explorespringdale.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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