



MARKETING PARTNERSHIP APPLICATION

APPLICATIONS ARE DUE FEBRUARY 7, 2024

[The Little Rock Convention & Visitors Bureau](#) (LRCVB) Marketing Partnership program is designed to provide financial assistance to organizations that are actively marketing to attract visitors to Little Rock. The funds are for marketing activities which will increase tourism opportunities.

The Marketing Partnership program seeks to provide no more than fifty percent (50%) of the financing for marketing projects. **A match of at least 50% of the total marketing project cost is required for all applicants.** Applicants must provide a valid Tax ID and completed W9 form.

ORGANIZATION INFORMATION

- Organization Name:
- Contact Title:
- Contact Name:
- Contact Email Address:
- Address:
- Contact Phone Number:
- Website:
- What is driving the overnight visit and longer stay for your event participants?

PROJECT DETAILS

- Project Title:
- Requested Event Marketing Sponsorship Amount:
- Project Timeline:
 - Start Date:
 - End Date:
 - Number of Room Block/Hotel Night Stays:

Please attach the following separately in a word document:

- Outline the objective of this project. Describe the key proposed activities, and the target audience(s).
- Identify how requested funds will be used and include a plan that identifies the actions that will be taken to market this event/initiative to prospective out-of-market visitors.
- Outline the organization's budget for the event.

Policies and Procedures

Marketing Partnerships are available to organizations actively marketing to attract visitors to Little Rock. Applications must be completed in their entirety and follow the following policies and procedures:

1. Agency fees are not eligible for reimbursement, or for inclusion of total marketing budget calculation.
2. All organizations must provide 50% matching funds for the total marketing project.
3. A minimum of 50% of total award amount must be used for out-of-market advertising and promotion efforts. (Out-of-market is defined as more than a 60-mile radius from Little Rock.) For example, if the amount awarded is \$500, \$250 must be used for out-of-market advertising and promotion.
4. Funds are **NOT** carried over into the next calendar year (January-December).
5. Funds must be used within the same calendar year the application was submitted. LRCVB must be notified in writing if the applicant does not plan to use their approved funds.
6. The awarded applicant must provide a valid Tax ID and completed [W9 form](#).
7. Reimbursement will be processed after the event. A summary sheet, collection of assets and analytics of marketing performance are required.
8. Applicants will be notified of awards via letter or email 30 days from application due date.

Little Rock Convention & Visitors Bureau Logo Requirements

1. The Little Rock Convention & Visitors Bureau logo must be used in all projects. The size of the logo must be legible and proportionate to the size of the ad.
2. Mobile ads sized 320x50 where the Little Rock Convention & Visitors Bureau logo cannot be accommodated must link to a landing page where the Little Rock Convention & Visitors Bureau logo is present.
3. Native ads must include #LittleRock or #BigOnLittleRock in the ad headline or ad copy if the Little Rock Convention & Visitors Bureau logo cannot be accommodated on the ad. Logo on the article or landing page does not suffice.
4. Paid social media requires use of #LittleRock or #BigOnLittleRock.
5. Radio and streaming scripts must mention the Little Rock Convention & Visitors Bureau.
6. All public notices must acknowledge support of the Little Rock Convention & Visitors Bureau.
7. Little Rock Convention & Visitors Bureau must review and approve all uses of logo and brand messaging.

If you have questions about the LRCVB Marketing Partnership Program, please contact Tori Rogers at (501) 255-3319 or email partnership@littlerock.com.