



MARKETING PARTNERSHIP PROGRAM AGREEMENT

The [Little Rock Convention & Visitors Bureau](#) (LRCVB) Marketing Partnership Program is designed to provide financial assistance to eligible organizations to promote activities and events that will increase tourism opportunities in Little Rock.

Marketing Partnerships are available to organizations actively marketing to attract visitors to Little Rock.

Policies and Procedures

1. Applicants will be notified of awards via email 30 days from application due date.
2. 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 \$1000, \$500 must be used for out-of-market advertising and promotion.
3. Agency fees are not eligible for reimbursement.
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 W-9 form.
7. Reimbursement will be processed after the event. A summary sheet (including the Post-Event report), collection of assets, and analytics of marketing performance are required.

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. If logo is not used in advertising, it will result in a forfeiture of funding.
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. If the Little Rock Convention & Visitors Bureau logo cannot be accommodated in the artwork of a native ad, the ad headline or copy must include #LittleRock. The logo on the article or landing page **does not** suffice.
4. Radio and streaming scripts **must** mention the Little Rock Convention & Visitors Bureau.
5. All public notices must acknowledge support of the Little Rock Convention & Visitors Bureau.
6. **Little Rock Convention & Visitors Bureau must review and approve all uses of logo and brand messaging.** Logos are attached for your use.

If you have questions about the LRCVB Marketing Partnership Program, please contact Shelby McElwee at (501) 255-3318 or email partnership@littlerock.com.

I, _____ (name), understand the purpose of the Marketing Partnership Program as detailed in this document. I agree to meet or exceed the requirements detailed in this document with the awarded funds. The information provided alongside this application is accurate and true to the best of my knowledge. I/We have read and understand the above Policies and Procedures and Little Rock Convention & Visitors Bureau Logo Requirements (where applicable) must be fulfilled, and failure to do so will cause the organization to potentially not receive full or partial funding this year and in future years.

Authorized Signature

Date

Print Name

Organization/Title

INTERNAL USE ONLY

Organization

Event Name

Amount Awarded

Event Date