



## 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.

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.**

### Policies and Procedures

1. All funds must provide a 50% match.
2. 50% of total award amount must be used for out-of-market advertising and promotion efforts. (Out-of-town market is defined as more than a 60-mile radius from Little Rock).
3. Funds are **NOT** carried over into the next calendar year (Jan.-Dec.).
4. 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. If funds are not used, the organization will not be eligible for funding the following year.
5. Awardee(s) will be required to enroll online as a vendor and **provide the LRCVB with an [IRS W9 form](#).** (Request for Taxpayer Identification Number and Certification)
6. Post-event report and proof of performance will be required for reimbursement.

### 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 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.
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.

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