

BENTON ADVERTISING AND PROMOTION COMMISSION FUNDING REQUEST APPLICATION Revised

Please fill out all information even if the answer is “don’t know” or “not applicable.” If you need to broaden any information, please attach additional material you feel warranted.

This application is being made by _____
Organization

1. Event Title _____

2. Description of the event and purpose of the event

3. Date of scheduled event _____ Rain Date _____

4. Location(s) of event _____

5. Contact Person or Event Chairman _____
 Address _____
 Phone # _____
 Fax # _____

6. Names of individuals on the event planning committee and their area of responsibility.

| Name | Title | Name | Title |
|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

7. Names of individuals on the Board of Directors and terms (if applicable).

| | |
|----------------------|-------|
| President _____ | _____ |
| Vice-President _____ | _____ |
| Secretary _____ | _____ |
| Treasurer _____ | _____ |

8. Amount of funding requested \$ _____
Explain specific information regarding your request. _____

9. What is the estimated total cost of the event? _____
(Attach fully itemized budget)

10. Is this a first-time event? _____ If not, what year was your first event? _____

11. Has the Commission provided funding in the past? _____

Please list what years funding was provided, how much and how that funding was spent

| Year | Amount | How Spent |
|-------|--------|-----------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

12. What other funding sources are being sought? (i.e. grants, corporate sponsorships, etc.)

13. List all revenue sources, pre-event and gate ticket sales, concession/vendors, registration fees, program fees, program ads, etc.:

14. If this is an existing event, list the attendance for the past two years and explain how that count was reached.

15. If this is a first-time event, what is the projected attendance? _____
On what is this projection based?

16. Who is your target audience?

17. Is this event designed to profit Benton primarily from spectators or participants?

18. Will this event appeal to Benton's current customers? Explain

19. Will this event create a new customer for Benton? Explain

20. Is the event planned to be an annual event? _____

21. Is the event designed to prompt cause overnight visits? _____

22. List the estimated number of people visiting and number of days/nights they will be in Benton.

23. Are there similar events in other areas that can be used to gauge this event's potential? Explain

24. Do you have a marketing/public relations plan for promotion of the event? If so, please attach timetable and what type of advertising will be done.

25. List all planned activities (i.e. music, food, craft show, entertainment) and/or attach your proposed schedule of events and rain dates.

26. Are there any charities and/or special interest groups benefiting from the proceeds of the event? If so, please list:

27. Add any other information that you believe helps justify the use of Advertising and Promotion funds on this event.

We, _____ (requesting organization) agree to release the Benton Advertising and Promotion Commission, its Commissioners and employees, from liability associated with the organization and/or event for which funds are requested.

Signed _____ Date _____
(Organization President/Chair/Official)

The Benton Advertising and Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed _____ Date _____
(Requesting Organization)

We, _____ (requesting organization) have read and understand the policy for organizational funding.

Signed _____ Date _____
(Requesting Organization)

Benton Advertising and Promotion Commission Survey Form

**Thank you for visiting Benton and for completing this
summary.**

The information on this page will NOT be shared with anyone outside of the Benton Advertising and Promotion Commission.

Event Name _____

City and Zip Code attendee is from _____

Number in Party _____

Adults? _____ Children? _____

How many nights were spent in Benton? _____

In which Benton hotel did you stay? _____

Did you eat at local restaurants? _____

How many times? _____ Which ones? _____

Did you do any other activities in Benton or this area during your stay?

If yes, please briefly explain.

Will you visit Benton again? _____