

## Fayetteville A&P Commission Funding Application

Name of Organization: Arkansas Air and Military Museum

Year organization was established: \_\_\_\_\_

Address: 4290 S. School Ave City: Fayetteville State: Ar Zip: 72701

Project Title: Advertising for Visitor's Center and Printed Material

Year Project was established: 2016 Frequency (i.e. semi-annual, etc.): Annual

Name of Primary Contact/Project Manager: Joel Gardner

Phone: 479-236-0463 Email: jgardner@ozark.org

Project Start Date: December 1, 2016 Project End Date: November 30, 2017

Project Location: Arkansas Air and Military Museum

Dollar Amount Requested: \$10,000.00

**Give a summary of your event and its target audience.** (limit to 2000 words)

The purpose and objects of the Arkansas Air and Military Museum are to establish and maintain a museum for the public display of aircraft, aviation artifacts and military memorabilia from the earliest period to the present with special attention to items related to Northwest Arkansas and the State. The AAAMM will also establish and maintain a library of related material and encourage the restoration and preservation of aircraft, aviation artifacts and military related items. The AAAMM also strives to educate the public about the cultural and historical significance and the technological developments related to items on display. The AAAMM works with local schools, youth groups and individuals to encourage interest in, and knowledge of the history of aviation at Drake Field and the Field's significance to Fayetteville.

**How will these funds be used?** (limit to 1000 words)

Funding would be utilized to update and maintain the advertising and promotional items that can be displayed throughout Fayetteville and the surrounding area to promote interest in the Museum.

**How will you recognize the Fayetteville Advertising and Promotion and Commission during your event or in its promotion? Please be specific.** (limit to 1000 words)

Throughout the promotional material(s), the Fayetteville Advertising and Promotion Commission will be recognized as part of the print display.

**Is the project seeking funding from other sources? If so, please indicate from where and for how much.** (limit to 1000 words)  
At this time, the project is funded wholly by the AAAMM. By receiving funds from the A&P Commission, the AAAMM can redirect its current funding stream to other outreach programs.

**Have you received prior A & P funding for this project? If so, please indicate when and the total amount received.**  
(limit to 1000 words)

At this time, the project is funded wholly by the AAAMM. By receiving funds from the A&P Commission, the AAAMM can redirect its current funding stream to other outreach programs.

**If the project is not funded or only partially funded, what impact will this have on the project? Will the event still take place? Will the venue or location change?** (limit to 1000 words)

If the project is not funded, or partially funded, the AAAMM Board and staff will scale the project

**It is required that you attach a budget for your proposed project.**

Optional: You may attach supporting documents to further communicate your project or idea

I have read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.

Joel Gardner

\_\_\_\_\_  
Signature (you may sign digitally by typing in your name)

9/30/16

\_\_\_\_\_  
Date

**Please email completed application to:  
fundingrequest@experiencefayetteville.com**

**All applications must be submitted by 11:59 p.m. on October 1, 2016.  
Upon review, applicants will be contacted regarding next steps.**

**Final funding decisions will be made and communicated November 21, 2016**

## Proposed Budget for Arkansas Air and Military Museum Outreach Print Documents

The entirety of the requested funding would be dedicated to advertising for AAAMM events, and the development and print of multi-colored brochures to be distributed throughout Fayetteville and the surrounding areas.

The proposed budget for the brochures is:

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Graphic Arts Design and Layout	10 hours	\$95/hour	\$950
Print of Small Brochure (8 ½ x 14)	3000	.62/1000	\$1,860
Print of Large Brochure (11 x 17)	5000	.85/1000	\$4,250
Annual Advertising for Airport Events			\$2,940