

## Fayetteville A&P Commission Funding Application

Name of Organization: Ozark Mixology & Arts Festival

Year organization was established: 2014

Address: 1431 S. School City: Fayetteville State: ar Zip: 72701

Project Title: Ozark Mixology

Year Project was established: 2014 Frequency (i.e. semi-annual, etc.): annual

Name of Primary Contact/Project Manager: Jeremey Brown

Phone: 4794355587 Email: jbrownmgmt@yahoo.com

Project Start Date: 1/13/2017 Project End Date: 1/15/2017

Project Location: Fayetteville multi venue

Dollar Amount Requested: \$15,000

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

The next up and coming bartenders and bar-chefs of NWA will be competing for the title of the Best in NWA along with 3 nights of live music, arts and cocktail education. The 2015 & 2016 events sold out with hundreds people from the service industry

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

To cover the cost of marketing through media outlets.

**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)

On all marketing outlets as a main sponsor of the festival.

**Is the project seeking funding from other sources? If so, please indicate from where and for how much.** (limit to 1000 words)

No

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

(limit to 1000 words)

No

**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)

Yes it will still take place but will be limited to marketing in Fayetteville only. If funding by A & P is approved the festival will be marketed throughout the state.P

**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.

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

Date

Please email completed application to:  
[fundingrequest@experiencefayetteville.com](mailto: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

The 2017 Ozark Mixology & Arts Festival Projected budget

Cost : \$20,000

Projected revenue for all 5 location in 3 days

\$60,000

Cost of advertising:

\$18,000

TV. \$4000.00

Radio \$2000.00

Print \$8000.00

Merchandise \$4000.00