

Jasper County Development District #1
Advertising Funding Guidelines

The District has established these guidelines to assist applicants for funds to advertise the Lake Sam Rayburn Area. The guidelines reflect past funding requests to the District and the advice of the District's attorney on what the District can and can not fund. The guidelines are not all inclusive and the District reserves the right to modify the guidelines to meet specific goals of the District. The District encourages applicants to consult with the District on any questions or concerns. The District reserves the right to "claw back" any funds or deny funding for any invoice presented that does not follow the application and funding that was previously approved by the District.

The District does not fund websites as the District currently has a website promoting the area. The District will list any business within the District or immediate area that is beneficial to the District upon request. The District does not advertise on any other website. The District's name and/or logo placed on a website of an event as a sponsor does not violate this section.

The District does not fully fund any advertising application. The District participation should not exceed 33% of the total project. Advertising should be in an area outside of the local area and primarily at least 50 miles from the District. This does not preclude local advertising; however, the focus should be in areas to bring tourism into the area.

In consultation with the District's attorney, the District will participate in advertising of the Sam Rayburn Area within the District's boundaries; The National Forest Area; Lake Sam Rayburn, Golf Course, or similar item as they are recreational destination area(s). The District will not fund advertising for individual businesses; sale of property; or events held outside of Jasper/Lake Sam Rayburn area. The District recognizes that in some contracts with some parties (primarily fishing tournaments) that maybe funded by either the District; the City of Jasper, or jointly in which advertising may be included in the contract and is the responsibility of that party. In that case no additional funding will be awarded for advertising. If in the event the contract calls for allows the designation of a "host" hotel, a "host" restaurant or similar "host" it shall not be in violation of the District's advertising guidelines.

Examples of what the District will fund: Radio/TV/Billboard/ advertising for the Lake Area, Rayburn Area, Lake Sam Rayburn, Golf, Outdoor, or similar activities.

- Lake Sam Rayburn – Golf at Rayburn Country – World Class Fishing – Lodging – Restaurants – Shopping.
- 18 (27) holes of Golf with area Lodging and Restaurants.
- Come visit Lake Sam Rayburn and see the beauty.
- Lake Sam Rayburn – Your local getaway.

Examples of what the District will not fund: Advertising for a specific business; grand openings; business relocation; visitor center(s) other than the Jasper Lake Sam Rayburn Chamber of Commerce or any State/Federal Visitor Center located in/near the District.

- Road signs for specific business.
- Brochures for specific businesses.
- Real Estate for sale.
- Advertising that is not beneficial to the general area.