

McDowell County Tourism Development Authority Event Sponsorship Policy and Application Guidelines

McDowell County Tourism Development Authority

The mission of the McDowell County Tourism Development Authority (TDA) is to promote travel and tourism in McDowell County through state, regional, and national advertising, and promotions. The TDA was created in 1985 and the occupancy tax legislation was amended in 2007 by Senate Bill 18, which also mandates the Board structure and the proper use of its tax revenues. It is funded through a 5% room occupancy tax collected and administered by the County Government. The ability to fund the event sponsorship program is a result of occupancy tax collected and generated from overnight stays in lodging facilities within McDowell County.

Sponsorship Event Purpose

The TDA Event Sponsorship grant provides funds to organizations and agencies producing events that attract visitors from more than 75 miles outside of McDowell County generating overnight stays, through the placement of media or other promotional exposure. Sponsorship funds shall be used for creative event marketing focusing on cities/towns more than 75 miles away. Funds shall be used for promotional activities, including, but not limited to, printing of posters, fliers and brochures, the purchase and production of print and other media advertising, web-based marketing, and direct marketing. Event sponsorship funding may not be used for salaries, capital acquisitions, event production costs or development, equipment, prizes/event merchandise, or to assist with an organization's existing debt.

Eligibility and Requirements

Applicants must be an active federally recognized non-profit with a corresponding tax identification number.

No funding will be provided for events outside of McDowell County.

Events are eligible for one event sponsorship per fiscal year (July 1- June 30).

Events that have already been completed, prior to the grant cycle are not eligible for funding.

Events are expected to be self-supporting, after three years. Event sponsorship grant funds are available for no more than three consecutive years. Sponsorship funding is for short term seed money to grow annual events. There is no guarantee of multi-year support.

Events must be open to the public and not promote a specific political candidate, party, or political platform.

Fund recipients are responsible for all liability issues resulting from event activities.

Sponsorship recipients may not promote facilities located outside McDowell County.

Events must generate overnight stays. Organizations must provide evidence that the event draws visitors to the county, increases use of lodging, restaurants, shopping venues, historical sites or enhances visitor experiences in the county. Be prepared to provide the following information.

- Describe the event and its goals.
- Specifically describe how the project will be marketed.
- Tourism enhancement, how does the event enhance tourism in McDowell County and/or within the hosting town/community?
- Measurement, what tools will be used to measure the effectiveness/success of the event?
- Improvements, if this is a repeating event, what improvement steps are being taken?
- Net Cash Flow – How will net profits be used?

Acknowledgement

- The tourism authority's logo/or the phrase, "Funded in part by the McDowell County Tourism Authority" along with the organization's website address, www.blueridgetraveler.com, must appear on all promotional material (print and online).
- Request an electronic copy of the logo by email to; execdirector@blueridgetravelers.com

Sponsorship Payment Requirements and Deadline

- The attached Event Evaluation Form (EEF) must be completed within 30 days of the event date. A copy is included in this packet. Payment will not be made until the form is submitted. It serves as your request for reimbursement. **IS THIS EVENT SPONSORSHIP PAID IN ADVANCE OF THE EVENT OR AS A REIMBURSEMENT TYPE OF GRANT AWARD?**
- Payment is made by check to the organization applicant.

Questions may be directed to the executive director via email; execdirector@blueridgetravelers.com or by calling 828-668-4282.



McDowell County Tourism Development Authority
91 S. Catawba Avenue Old Fort, NC 28762 828-668-4282

Sponsorship Event Evaluation Form

Note: To be considered for future event sponsorship funding from McDowell County Tourism Development Authority, this form must be completed and returned within 30 days after your event.

ORGANIZATION/AGENCY: _____

EVENT NAME: _____ DATE OF EVENT: _____

EVENT DIRECTOR / TITLE/RELATIONSHIP TO ORGANIZATION: _____

PROJECTED ATTENDANCE: _____ PERCENTAGE FROM OUT OF COUNTY _____

ESTIMATED ROOM NIGHTS FROM EVENT _____

PLEASE PROVIDE A NARRATIVE DESCRIPTION OF HOW YOUR EVENT INCREASED TRAVEL AND TOURISM IN MCDOWELL COUNTY. (Use back or attach a sheet if needed.)

Will this event take place again next year? _____ If no, please explain _____

- Please attach or include a copy of any printed materials produced for the event.



PROJECT BUDGET: (Attach additional sheets if needed.)

A) EVENT FEES & EXPENSES (Be specific in expense breakdown.)

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B) MARKETING/PROMOTIONS: Specify type and location. If audiovisual, film, video, etc.

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C) OTHER (Be Specific. For all other, be specific in expense breakdown. (Paid media only)

TOTAL BUDGET (Combine totals of lines A-C): \$_____

If this project has been held previously, include a copy of the budget from the previous year.

Return this form to:
McDowell County Tourism Development Authority
91 S. Catawba Avenue Old Fort, NC 28762



EVENT SPONSORSHIP APPLICATION

1) APPLICANT INFORMATION (PLEASE PRINT):

Organization/Agency: _____

Address: _____

Organization's Tax ID #: _____

Event Name: _____

Date Event or Project Begins: _____ Date Event to be Complete: _____

Contact Person(s): _____ Title/Relationship to Organization: _____

Phone: _____ E-mail: _____

Total Project Budget: _____ Total Requested Amount: _____

Please provide/attach all levels of available sponsorship with this form: _____

Expected Attendance: _____ Estimated Room Nights Anticipated: _____

First Time Event? _____ If not, how many years has the event been held? _

Last Year's Attendance: _____ Last Year's Estimated Room Nights: _____

Describe your event and explain how this event/activity: (1) will attract tourists to McDowell County; (2) increase tourism; (3) and/or encourage visitors to stay overnight.
(Use separate page if necessary)

DESCRIBE THE MARKETING PLAN (Include the target audiences and strategies. Provide the names of media outlets, type of advertisements, and plans for distribution. Include social media plans), copies of your organization's logo, associated branding artwork, and other related images representing the organization and your event or project.

(Use separate page if necessary)



Sponsorship Funding Agreement

As a recipient of funds from the McDowell County Tourism Development Authority (MTDA), I understand and agree to the following terms:

- 1) I assert that the information contained in this application and any attachments are accurate and complete to the best of my knowledge. I realize that the MTDA and the Sponsorship Committee will rely upon these representations.
- 2) The sponsorship funds received will be applied to advertising and promoting the event outlined in the application submitted by my organization to the MTDA. If the event changes at any time during the project timeline, I must contact the MTDA for approval before proceeding.
- 3) I will only use sponsorship funds to support the event's marketing efforts.
- 4) I understand that my event must be completed within the sponsorship period, before June 30th of the current fiscal year, unless a written notification is made to the MTDA. In the event of a delay affecting funding, I understand that failure to request an extension to receive the amount requested, may result in a loss of sponsorship funds awarded to me.
- 5) I will complete and submit an Event Evaluation Form (emailed after the event) to the MTDA no later than 30 days after the completion of the funded event. I understand that failure to submit the evaluation form may result in forfeit of future monies being awarded or new sponsorships.
- 6) I understand that the TDA logo and/or the phrase **“Funded in part by the McDowell County TDA”**, along with the TDA website ([www.blueridgetraveler](http://www.blueridgetraveler.com)) must appear on all promotional material.

SIGNATURE (Authorized Agent)

Date

Return this application to:

McDowell County Tourism Development Authority
91 S. Catawba Ave., Old Fort, NC 28762

Or email to: execdirector@blueridgetravelers.com

Please attach additional documentation as needed.