



HIGHLANDS
NORTH CAROLINA

THE HEIGHT OF HAPPINESS | ELEV. 4118

2024 Sponsorship Application

Name of Organization: _____

Funding Requested: _____

1. Is the requesting organization a legally recognized Highlands or Macon County based nonprofit?

Yes / No

2. Title and Description of Event:

3. What are the dates of the Event?

Does this event fall during a time period when visitors are needed?

Is there a contingency plan in case of cancelation?

4. How many visitors are anticipated?

Who is the anticipated audience?

What is the audience profile?

Does the sponsorship reach our intended audience?

5. Does the activity enhance our brand?

6. How are Impressions gained from our name and logo?

Pre-Event

During Event

Post Event:

7. Is there a cost beyond the Sponsorship?

8. What is the measured impact of Event?

Exposure:

Lead generation for Visit Highlands

Sales Activity for Local Businesses.

What are the specific deliverables for the Event Sponsorship?

Brand Building?

Pre-Event:

During Event:

Post Event:

Product Placement?

In Person:

Traditional Media

Distribution

Technology

Sampling / Product Giveaway?

During Event

Contact Growth for Visit Highlands, NC?

Will they provide:

Tracking information on leads from Event Website back to www.visithighlandsnc.com?

Tracking of social “noise” around event back to our brand.

Are there naming rights of physical spaces?

Are there naming rights of programs?

Signage?

During Event:

Speaking opportunities?

Webpage?

Social media?

Newsletters and mailings?

Paid media?

Office Use Only
Approved for \$ _____ Not Approved _____ Date _____