



2026 Sponsorship Post Report

Date Submitted: _____

Name of Organization: _____

Amount Funded: _____

Event/Program Title: _____

1. How many people participated?
2. Average age?
3. What was the audience profile?
4. Did the sponsorship reach your intended audience stated in the application?
5. Does the activity enhance the Highlands brand?
6. How many Impressions were gained from our name and logo?

Pre-event:

During event:

Post-event:

7. What was the measured impact of your Event?

Exposure:

Lead generation for Visit Highlands, NC:

Sales activity for local businesses:

Below please list specific deliverables from the Event Sponsorship.

1. How did the event assist in brand building for Visit Highlands, NC?

Pre-Event:

During Event:

Post Event:

2. Was Visit Highlands, NC in product placement for the event?

In Person:

Traditional Media:

Distribution:

Technology:

3. Sampling / Product Giveaway? Were products with Visit Highlands, NC name and logo distributed during the Event?

4. Contact Growth for Visit Highlands, NC. Please provide:

Data on leads from event website back to www.visithighlandsonc.com

Data on social “noise” around event back to our brand.

5. Was Visit Highlands, NC provided with naming rights of physical spaces, programs, or activities?

6. Was Visit Highlands, NC name and/or logo on signage?

Pre-Event:

During Event:

7. Was Visit Highlands, NC provided with speaking opportunities during the event?

8. Was Visit Highlands, NC on the event website? Placement?

9. Was Visit Highlands, NC in event social media? Number of mentions/posts?

10. Was Visit Highlands, NC in event newsletters and/or mailings? Number?

11. Was Visit Highlands, NC in event paid media? Number? Placement?