



MAGS Project Funding Application

Marketing Assistance, Grants, and Sponsorships

We are thrilled to partner with innovative creators, event organizers, and businesses that make Randolph County in the Heart of North Carolina an incredible place to visit, live, and explore. Our marketing and sponsorship grants are designed to amplify your vision, drive regional tourism, and support projects that celebrate our unique local culture.

Before you begin, please ensure you have your project timeline, marketing plan, and budget projections ready. Thank you for your dedication to elevating our community—we look forward to reviewing your application and exploring how we can thrive together!

Use this form to request MAGS project funding. Non-profit partners and municipalities may submit multiple applications, but each application must cover only one project. For questions that do not apply, enter "N/A" rather than leaving them blank. *Note a supplemental agreement will be requested as follow-through for the monies awarded.

Funding Request Type

Select one option.

Marketing Assistance ☐

Grant Monies ☐

Sponsorship ☐

PROFILE

1. Project Name: _____
2. Organization/Agency Name: _____
3. Address: _____
4. Project Director: _____
5. Email Address: _____
6. Daytime Phone: _____
7. Organization/Agency: _____ For Profit _____ Non-Profit _____ Local Government

PROJECT SUMMARY

Summarize the project, expected tourism impact, lodging coordination, and tracking methods.

1. If this is an event, has it been submitted to the Heart of North Carolina Visitors Bureau for promotion on HeartofNorthCarolina.com and possible inclusion on VisitNC.com?

_____ Yes _____ No _____ N/A

2. Project description and history: Describe the project's purpose, background, scope, and expected outcomes.

3. Estimated attendance from visitors traveling more than 50 miles:

4. Estimated hotel/motel room nights generated:

- Lodging coordination: Describe any work with Randolph County accommodations, including room blocks and tracking methods.

5. Marketing plan: Complete the sections below.

- Goals and mission: State the project's main goals, objectives, and marketing mission.

- Target markets: List the geographic markets for your marketing efforts.

- Promotional strategy: Describe publicity, public relations, promotions, and print, online, or social media campaigns.

6. Research and measurement:

- Explain how you will measure out-of-county attendance and overnight stays in Randolph County. Include any available research from the past three years, such as geographic, demographic, psychographic, or attendance data; mailing or email lists; ticket sales; survey results; or other supporting documentation.

FINANCIAL INFORMATION

Provide project dates, budget amounts, applicant funding, and the MAGS funding request.

1. Project start date: _____
2. Anticipated project completion date: _____
3. Total project Budget: \$ _____
Marketing promotions budget: \$ _____
Collateral materials budget: \$ _____
Funds provided by applicant: \$ _____
4. Amount of MAGS Funding Requested: \$ _____

Required attachment: Submit a completed W-9 Tax Form with this application. Blank W-9 forms are available at: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

ALL SECTIONS OF APPLICATION MUST BE COMPLETED FOR CONSIDERATION

_____ Project Director Signature	_____ Print Name & Title
_____ Project Director Email Address	_____ Date
_____ Authorized Administrative Official Signature	_____ Print Name & Title
_____ Authorized Administrative Official Email Address	_____ Date

2026 – 2027 Submission Deadlines

Email or deliver the completed application and all required documentation by 4:30 PM on the applicable Friday deadline below:

- August 28, 2026
- September 25, 2026
- October 30, 2026
- November 20, 2026
- December 18, 2026
- January 29, 2027
- February 26, 2027
- March 26, 2027
- April 30, 2027
- May 28, 2027

Applications received after a deadline will be moved to the next submission cycle.

Application Submission

Send the completed application and required documentation to:

Brooke Thomas, Clerk to the Board
Randolph County Tourism Development Authority
Attn: MAGS Committee
500 Albemarle Rd
Asheboro NC 27203
Email: MAGS@HeartofNorthCarolina.com

Questions about the MAGS application may be directed to Amber Scarlett, Executive Director, at amber.scarlett@heartofnorthcarolina.com or (336) 626-0364.

RCTDA/MAGS Committee Use Only

MAGS Application Received: _____
(Day/Date/Time)

Reviewed by MAGS Committee on: _____

MAGS Funding in the amount of \$ _____ approved on _____.

MAGS Funding not approved on _____ for the following reasons
noted by the Committee:

Approved on behalf of the MAGS Committee by: Brooke Thomas, Clerk to the Board