

MAGS (Marketing Assistance, Grants, & Sponsorship) PROJECT FUNDING APPLICATION

Please use the following form to complete your MAGS funding request. There is no limit to the number of applications per non-profit partner and/or municipality submitted, but submissions are limited to one application per project. If a question does not pertain to the scope of the project, use “n/a” as an answer – please do not skip any questions.

Check the one of the following for your specific request:

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

1. If this is an event, has it been submitted to the Heart of North Carolina Visitors Bureau for promotion on HeartofNorthCarolina.com and VisitNC.com? _____ Yes _____ No
2. Brief description and history of project – include purpose, outline, and intended results:

3. Anticipated visitor attendance from outside a 50-mile radius:

4. Anticipated Hotel/Motel room nights that may be generated:

- What steps, if any, have you taken to collaborate with Randolph County area accommodations for room blocks and tracking method?

5. Detailed Marketing Plan – please provide the following information in your request –

- Outline the project’s primary goals and objective(s), as well as marketing mission:

- List geographic markets where you will deploy your marketing efforts:

- Please provide project publicity, public relations, and promotional plans and activities, print, on-line and/or social media campaign details:

6. Research:

- Include how you will measure the attendance of out-of-county participants and overnight stays at Randolph County accommodations. Include any past research conducted and if applicable, please provide any geographic (such as zip codes), demographic (ex. age, income, gender, education level), psychographic and/or attendance history (ex. collection of mailing addresses and email addresses) for the last three years. Please provide any documentation such as ticket sales and survey results.

FINANCIAL

1. START date of project: _____
2. COMPLETION date of project (anticipated): _____
3. TOTAL Budget for intended project (a./b./c./other - combined) :\$ _____
 - a. Budget for Marketing/Advertising/Promotions: \$ _____
 - b. Budget for Collateral Materials (Brochures/Postcards/Fliers): \$ _____
 - c. Monies provided by applicant for project: \$ _____
4. Amount of MAGS Funding Requested (*up to \$5,000): \$ _____

*****You MUST also complete and return a W-9 Tax Form with your application. Blank W-9 Tax Forms can be found online 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

2025 - 2026 Submission Dates:

Please email or deliver completed application and all required documentation or delivery no later than 4:30 PM on Friday:

- September 26, 2025
- October 31, 2025
- November 26, 2025
- December 23, 2025
- January 30, 2026
- February 27, 2026
- March 27, 2026
- April 24, 2026
- May 29, 2026

Applications received after a deadline listed above will be considered in the following submission cycle.

Return application to:



Amber Scarlett, Executive Director
Randolph County Tourism Development Authority
Attn: MAGS Committee | 500 Albemarle Rd | Asheboro, NC 27203
Email: MAGS@HeartofNorthCarolina.com

For additional information on the MAGS application, contact Amber Scarlett, Executive Director, amber.scarlett@heartofnorthcarolina.com ; or by phone – (336) 626-0364.

This section to be completed by RCTDA/MAGS Committee 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: Amber Scarlett, Executive Director