



## Swain County Tourism Development Authority

### Event Sponsorship Guidelines

The Swain County Tourism Development Authority (SCTDA) supports and invests in county-wide and large-scale tourism **events** that enhance Bryson City and Swain County as a destination. Sponsorship funding is available to qualified tourism partners hosting events that drive **overnight visitation**.

To be considered for sponsorship funding, applicants must meet the criteria below and follow all submission requirements. **Incomplete submissions will not be reviewed.**

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#### Funding Criteria

To qualify for sponsorship, events must:

1. **Be held within Swain County.**
2. **Demonstrate a clear connection to tourism:**
  - The event must primarily attract **overnight visitors**, defined as individuals whose primary residence is more than 50 miles away and who stay in paid accommodations.
  - Priority will be given to events scheduled during **historically slower tourism periods**.
3. **Demonstrate financial viability:**
  - The event must be fully funded by the organizing partner, with SCTDA funds serving as supplemental support.
4. **Be professionally managed:**
  - The event must be led by a capable individual or organization responsible for planning and execution.



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## Application Requirements

Applicants must submit a **clear, concise 1–2-page summary** of the event, along with any relevant supporting materials. Submissions must include:

### 1. Event Description

- Overview of the event
- Explanation of its tourism relevance
- Description of how it will attract overnight visitors

### 2. Marketing Plan

- Detailed description of promotional strategies and channels

### 3. Event Details

- Date, time, and location

### 4. Timeline

- Key milestones and event schedule

### 5. Budget Summary

- Total event cost
- Amount requested from SCTDA
- Other funding sources and anticipated revenue

### 6. Project Leadership

- Identification of the individual or organization coordinating the event

### 7. Sponsor Benefits for SCTDA

Applicants must outline how SCTDA will be recognized as a sponsor. Examples include:

- SCTDA logo and hyperlink on partner website (include page name and duration)



- Logo placement on banners, posters, signage, print materials, and merchandise
  - Mentions and tags on social media platforms
  - Inclusion as a sponsor on event listings (e.g., Facebook event pages)
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### Review & Approval Process

- Applications will first be reviewed by the **SCTDA Executive Director** to ensure completeness and eligibility. Additional information may be requested.
  - If the application meets requirements:
    - **Requests of \$5,000 or less** may be approved by the Executive Director.
    - **Requests over \$5,000** will be submitted to the SCTDA Board for consideration.
      - Applicants will be required to present their completed plan at a scheduled board meeting.
  - Final decisions for board-reviewed applications will be made at the next regularly scheduled meeting following the presentation.
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### Additional Policies

- Submission does not guarantee funding; SCTDA is **under no obligation** to approve any request.
- Approved funding amounts may be **less than the amount requested**.
- **Alcohol is not permitted on county-owned property.**
- Applicants may **not apply for both an event sponsorship and a marketing grant for the same event**.
- Award recipients must submit a **post-event cost summary within 30 days** of the event date.



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## Submission Information

Applications may be submitted to:

### Executive Director

Swain County Tourism Development Authority

 In Person:

2 Everett Street

Bryson City, NC 28713

 By Mail:

PO Box 85

Bryson City, NC 28713

 By Email:

[director@explorebrysoncity.com](mailto:director@explorebrysoncity.com)