



## 2025 - 2026 Swain County Tourism Development Authority Sponsorship Guidelines

The Swain County Tourism Development Authority (SCTDA) is interested in opportunities to support and enhance county-wide, and large-scale tourism project & events held by tourism partners with sponsorship funding.

For a tourism partner's project (s) & event(s) to be considered for sponsorship, partners must follow these criteria and request instructions below. Submissions with incomplete information will not be considered:

### Funding Criteria

To be considered, events must:

- 1) Take place within Swain County.
- 2) Be directly related to tourism:
  - a. The event/project must primarily serve the overnight visitor. A visitor is defined as a tourist staying in overnight accommodations whose primary residence is over 50 miles away.
  - b. Priority will be given to items that take place during traditionally slower periods.
- 3) Be fully funded by the local partner, other contributors in addition of SCTDA funding commitment.
- 4) Headed by a capable individual or organization coordinating all aspects of the project.

### Funding Request Application

**In order for The SCTDA Board to use the best discretion in determining funding in accordance with Governing Statutes and Session Laws, the SCTDA Board requests a clear and concise one-to-two page informational summary of your project/event with any appropriate backup information must be submitted. It should include:**

- 1) A description of the project/event, including why/how it is relevant to tourism and how it will primarily attract the overnight visitor.
- 2) A description of the marketing efforts that will be carried out in promotion by the tourism partner.
- 3) Date, time, and location of the project/event
- 4) A timeline including specific features of the project/event.
- 5) A budget summary, including the total cost, the specific funding request from SCTDA, any anticipated income from the project/event, and where other funds are coming from.
- 6) An indication of who is coordinating the project/event.
- 7) An indication of the benefits that will be provided to the SCTDA as a project/event sponsor.



Examples include:

- a. SCTDA name/logo hyperlinked on partner website. (indicate page name, and duration)
- b. SCTDA name/logo on banners, posters, newspaper and print advertising, t-shirts, signage, and/or other marketing materials.
- c. SCTDA name mentioned and tagged on partner social media channels.
- d. Social Media mentions and or tagging with SCTDA named as sponsor.

Once the information is received, it will be reviewed by the SCTDA Executive Director to determine if the request is complete and fulfills the instructions provided above. Additional information may be required. The Executive Director reserves the right to determine the next steps with the request, including but not limited to denial based on unmet requirements and or non-relation to tourism, meeting and agenda placement for consideration or any other additional needs.

- If the request meets the requirements, the Director will review for consideration.
  - For requests of \$5,000 or less, the request can be approved by the Director.
  - For requests over \$5,000, the request will be appropriated by the Director to the SCTDA board for consideration within an appropriate timeline. A presentation by the applicant may be required at a regular SCTDA board meeting and will be requested and confirmed by the Director to the SCTDA.
- Upon review of the request and/or presentation, the SCTDA board will discuss and decide within 1 to 2 meeting cycles following the initial request.
- The SCTDA is under no obligation to provide sponsorship funding.
- The SCTDA may approve a sponsorship amount that is less than what was requested.
- No alcohol can be provided on county-owned property.
- **Applicants may not apply for sponsorship and a marketing grant for the same event.**
- **Applicants who receive SCTDA Board approval for their event sponsorship may be required to send an event cost summary to the SCTDA within the 30 days following the event date or upon completion of the project.**

Submissions can be sent to:

Sarah Conley, Executive Director, Swain County Tourism Development Authority  
**Preferred Delivery**, By Email: [director@explorebrysoncity.com](mailto:director@explorebrysoncity.com)

In person: 2 Everett Street, Bryson City, North Carolina 28713

By regular mail: PO Box 85, Bryson City, North Carolina 28713