



Swain County Tourism Development Authority Matching Marketing Grants Application Guidelines

The Swain County Tourism Development Authority strives to support individuals, non-profit organizations, and businesses who develop special **events designed to promote lodging stays and visitation from outside the county.**

To ensure that your special event is given due consideration for the matching funds grant, please make certain to include the following when submitting your application:

- a) A specific media plan/schedule outlining the target audience.
- b) Budget for the event

This is a matching funds grant; if you receive \$1,000 from the TDA, you must show receipts of \$2,000 in marketing only expenditures.

No requests will be awarded over the amount of \$1,000 per event.

No funds will be dispersed without receipts – even if request was awarded.

No funds will be awarded for operational costs of event – **funds can only be used in marketing efforts.**

To be considered, all grant applications must be submitted to the Executive Director three months prior to event. Grant applications submitted within three months of the event, or 30 days after the event, may still be presented to the Executive Director for consideration.

Sarah Conley, Executive Director, is the primary contact to receive the grant application, to make a final decision on the request, and to distribute your funds. Contact information: 828-226-1522, email: director@explorebrysoncity.com



Swain County Tourism Development Authority
Matching Funds Marketing Grants Application

Name of Applicant _____

Organization _____

Address _____

Phone _____ Fax _____ Email _____

For Profit Organization _____ Non Profit Organization _____

Event Name _____

Event Date _____

Event Description and Justification:

* Provide examples, layouts, budgets, receipts, etc. Attach additional sheets if necessary.

Area/region from which event will attract visitors:

* Specify media schedule and target audience. Attach additional sheets if necessary.

Anticipated total cost of marketing event _____

I understand this is only a request and the TDA Board is not bound to provide support/approval.

Signature and Date