



Buncombe County TDA Sponsorship Request Form

Sponsorship funding is available to Buncombe County-based nonprofits providing professional and community development opportunities that serve the local community including tourism partners.

Opportunities must be in alignment with at least one of the Buncombe County Tourism Development Authority's Strategic Imperatives to be eligible for and receive funding. The Strategic Imperatives are included in the application below.

APPLICATION SUBMISSION INSTRUCTIONS

1. Provide complete information in response to each question. DO NOT skip questions – a response is REQUIRED for each question. If you are unable to answer a question or if a question is not applicable to your project, briefly explain why the question is not applicable.
2. **Type** your answers in the space provided; **handwritten applications will not be accepted.**
3. The initialed and signed application and all supplemental documentation must be submitted in **PDF format**. Be sure the name of event is included within the name of all attached files.
4. Email your application to Anne Mullins, Vice President of Destination Development & Community Engagement at amullins@ExploreAsheville.com.
5. **Applications may be submitted at any time; however, requests are reviewed on a quarterly basis as follows: August 15, 2022 – November 15, 2022 – February 15, 2023, and May 15, 2023.** Funding decisions will be determined, and notifications sent to applicants within two weeks of quarterly review dates.

The Applying Organization

Name of the Applying Organization:

City: State: Zip:

Your organization's non-profit designation: 501(c)3 _____, 501(c)6 _____, Other _____.
(Note: If your application is selected for a grant, the applying organization's W-9 will be required.)

If the applying organization is not a designated non-profit, you must have a qualified non-profit serve as your fiscal agent.

Fiscal Agent:

City: State: Zip:

Identify your organization's non-profit designation: 501(c)3 _____, 501(c)6 _____, Other _____.
(Note: If your application is selected for a grant, your organization's W-9 will be required.)

Fiscal Agent Contact:

President/Executive Director:

Phone: Email:

Lead Contact for the event:

Phone: Email:

Applying organization's website:

Mission of the Applying Organization:

The Event

Event Name:

Event Date(s):

Event Location:

Event website:

Amount Requested:

Total event budget:

How many years has the event taken place?

If this event has been held before, list the total attendance for the applicable previous four years:

2020:

2019:

2018:

2017:

What is the purpose of the event?

Provide a brief history of the event.

How do you plan to use these sponsorship dollars? Are there any outstanding debts? If so, please explain.

Describe the audience for the event.

Describe the sponsor recognition plans.

ALIGNMENT WITH Buncombe County TDA STRATEGIC IMPERATIVES

Please describe how the event is aligned with each of the four strategic pillars:

Pillar: Deliver Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.

Examples: Ability of event to attract out-of-town attendees for day trips and overnight visits, Hosting event in needs period - off peak seasonally and midweek, Ability to disburse visitors outside the core of downtown Asheville, Providing employment opportunities for Buncombe County residents, Sourcing from local Buncombe County-based vendors, etc.

Description:

Pillar: Encourage Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.

Examples: Incorporation of sustainability principles in production of event, incentives provided to vendors and/or attendees to embrace environmental measures, strategic partnerships with local nonprofits whose mission is to serve the natural, cultural, or human resources in the region, etc.

Description:

Pillar: Engage & Invite More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.

Examples: Ability of event to appeal to diverse audiences, percentage of opportunities afforded to minority-owned businesses, strategic partnerships with local nonprofits whose mission is to support underserved and underrepresented segments of the community, etc.

Description:

Pillar: Promote & Support Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.

Examples: Demonstration of what makes the event stand out from other events in Buncombe County or in the region, ways in which the event will contribute to the cultural identity and vibrancy of Buncombe County, the extent to which the festival or cultural event is anticipated to enhance the local community and/or economy, percentage of opportunities afforded to local creative individuals or businesses, etc.

Description:

ATTACHMENTS

Submit a separate “attachment page” with a summary list of all attachments. Be sure the name of your event is incorporated into each of the attached file names. Provide the file name for each attachment next to the list below. All attachments should be in PDF format.

1. Sponsorship Deck (document outlining the sponsorship levels your event offers)

File name:

2. Board of Directors (and Event Committee if applicable)

File name:

3. Event Budget (Include all known and/or anticipated expenses and revenues)

File name:

4. Liability Insurance

File name:

5. Additional Supporting Materials (optional)

a. Marketing Materials

b. Media Coverage

c. Photographs or links to videos

DISCLOSURES

- a) Unless otherwise specified by the Buncombe County Tourism Development Authority (Explore Asheville), no event shall consider Explore Asheville a promoter or co-presenter and therefore Explore Asheville will not be responsible for any debts incurred by a promoter or co-presenter for such event.
- b) As covered under Title II of the Americans with Disabilities Act, Explore Asheville does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to proposals, programs, services and activities we host or convene.
- c) Upon receipt by Explore Asheville, applications are considered a public record except for material which qualifies as “trade secret” information under N.C. Gen. Stat. 66-152 et. seq. To properly designate material as trade secret each applicant must take the following precautions: (a) any trade secrets submitted by an applicant should be submitted in a separate, sealed envelope marked “*Trade Secret—Confidential and Proprietary Information—Do Not Disclose Except for the Purpose of Evaluating this Application,*” and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope. Trade secret information should not be included in electronic versions of applications emailed to Explore Asheville. To the extent such material is actually a trade secret under North Carolina laws; it will not be subject to disclosure. You are directed to consult your own counsel as to whether information is in-fact a trade secret. In submitting an application, each applicant agrees that Explore Asheville may reveal any trade secret materials contained in such response to all Explore Asheville staff and Explore Asheville officials involved in the selection process. Furthermore, each applicant agrees to indemnify and hold harmless Explore Asheville and each of its officers, employees, and agents from all costs, damages, and expenses incurred in connection with refusing to disclose any material, which the applicant has designated as a trade secret.

SPONSORSHIP AGREEMENT

Please initial and date each of the following statements, acknowledging that you understand and agree to them. Applications cannot be submitted unless these fields are completed.

SPONSOR RECOGNITION

All events receiving sponsorship support must display the designated Asheville destination logo provided by Explore Asheville on materials and signage as appropriate and wherever sponsors are recognized. The use of the logo must be approved by Explore Asheville prior to public dissemination.

Initials: _____ Date: _____

DISCLOSURE FOR PUBLIC RECORD

As a governmental agency, Explore Asheville is subject to Chapter 132 of the North Carolina General Assembly Statutes. Therefore, any and all aspects of this application, except qualified trade secrets as described above, must be made available by Explore Asheville to any party, public or private, upon request without exception. If you are concerned that the distribution of any of your application materials may do irreparable damage to you, your organization, or associated parties, Explore Asheville highly recommends that you seek alternative funding.

Initials: _____ Date: _____

BCTDA MARKETING

I hereby acknowledge that certain information from my application, such as the Event's Description and Partners & Leadership, may be used by Explore Asheville at its sole discretion for the promotion and marketing of the Major Events Funding program and the region as a tourism destination. **Initials: _____**

Date: _____

INDEMNITY

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless BCTDA and Explore Asheville, its officers, directors, affiliates, employees, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the Major Event as set forth in the proposal. **Initials: _____ Date: _____**

TERMS OF AGREEMENT

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Initials: _____ Date: _____

COMPLETED APPLICATION

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application. Initials: _____ Date: _____

Type Name: _____

Signature: _____

Date: _____

~END OF APPLICATION~

Sponsorship funding is a program of the Buncombe County Tourism Development Authority (DBA Explore Asheville). It is at the sole discretion of Explore Asheville to judge the appropriateness of an organization and its application. Sponsorships within these programs are made by Explore Asheville and are not subject to external oversight or approval. Funds for this program are derived from earned revenues. No Occupancy Tax revenues are used in this program.