



## BCTDA 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.

**How to Apply:** You may submit your application at [www.ashevillecvb.com/event-sponsorships](http://www.ashevillecvb.com/event-sponsorships). You may use this form to prepare your responses before you begin your online application.

Before you begin your application, please prepare the following required documents:

- Sponsorship Kit
- Board of Directors Listing (and Event Committee if applicable)
- Event Budget (Include all known or projected expenses and revenues)
- Supporting Materials: marketing materials, media coverage, photographs/videos

### ORGANIZATION INFORMATION

<b>Organization Name</b>	
<b>Non-Profit Designation</b>	
<b>Organization Website</b>	
<b>Please describe your organization's mission.</b>	

### EVENT DETAILS

<b>Event Name</b>	
<b>Event Date(s)</b>	
<b>Event Location</b>	
<b>Event Website</b>	

## CONTACT INFORMATION

<b>Executive of Organization</b>			
Please complete the following information for the President / Executive Director of the applying organization			
<b>First Name</b>		<b>Last Name</b>	
<b>Email</b>		<b>Phone</b>	

<b>Lead Event Contact</b>			
Please provide information for the person that Explore Asheville should communicate with regarding the event and sponsorship.			
<b>First Name</b>		<b>Last Name</b>	
<b>Email</b>		<b>Phone</b>	

## EVENT DESCRIPTION

Please provide a brief description of the event, including its history.

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## AUDIENCE

<b>Estimated Attendance</b>			
<b>Recurring Event (Yes/No)</b>		<b>Number of Years Held in Past</b>	
<b>Past Attendance</b>			
2022:	2021:	2019:	2018:
<b>Please describe the audience of this event.</b>			

## EVENT FINANCIALS & SPONSORSHIP DETAILS

What are the total projected expenses for your event?	
What is the total projected revenue for your event?	
What is the requested sponsorship amount?	

**Please identify all sponsorship benefits for the requested sponsorship amount.**

May choose from the following: (1) logo recognition on event website, event signage, or e-blasts, (2) sponsor advertisements (digital or print), (3) press release recognition, (4) speaking opportunity, (5) exhibit or sponsor table, (6) sponsor-branded collateral distribution, (7) attendee list, (8) other (*please describe*)

**Please list other confirmed sponsors for the event.**

**Does your organization have any outstanding debts? If so, please explain.**

## ALIGNMENT WITH BCTDA STRATEGIC IMPERATIVES

Please describe how the event is aligned with each of the four strategic pillars of Buncombe County Tourism Development Authority.

### **Pillar: Deliver Balanced Recovery & Sustainable Growth**

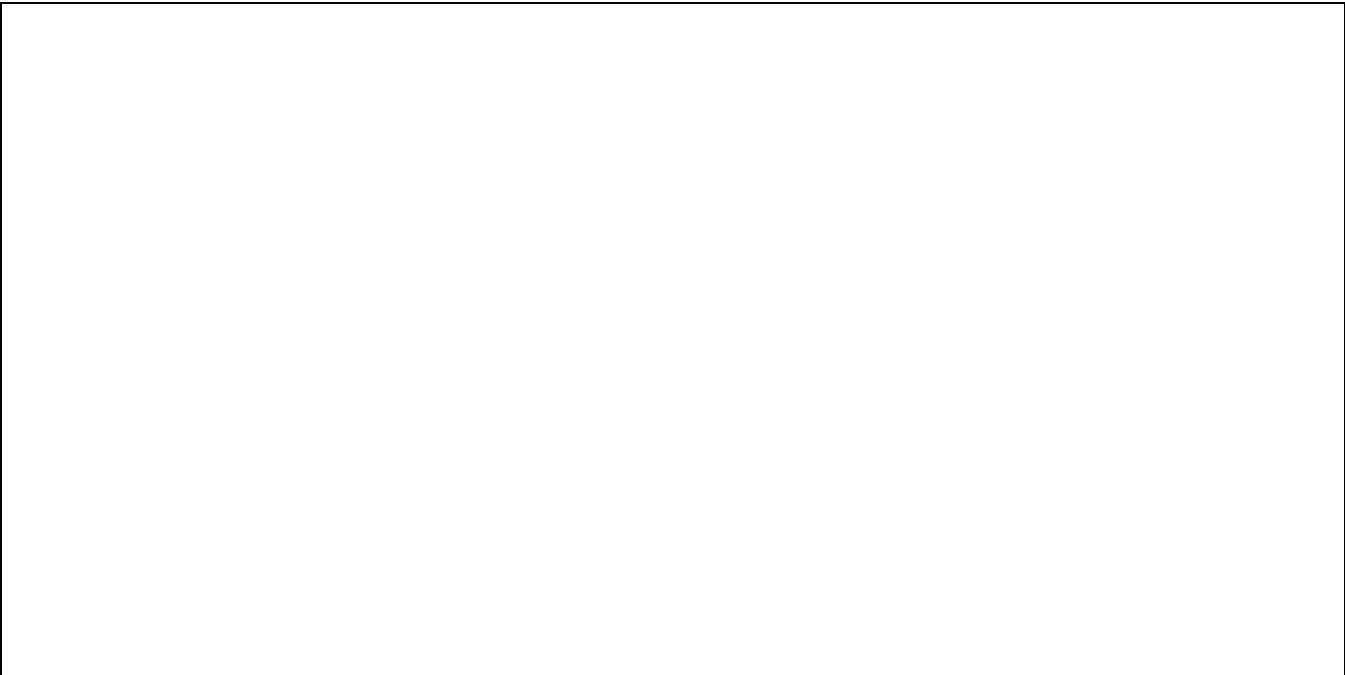
Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy. Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.

### **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.

**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.



**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.

