



**Haywood County Tourism Development Authority,
operating as Visit Haywood**

Application Checklist & Instructions

Legacy Event Sponsorship

- ☐ Read the [guidelines](#) completely and review the [Destination Master Plan](#) and the [scoring sheet](#).
- ☐ Complete the [application](#) via JotForm and upload the applicable documents listed below.
 - The written questions have a maximum word count of 150, so applicants should ensure they answer the questions completely and succinctly.
- ☐ Provide detailed budget
 - Applicants must use the provided budget form, available [here](#).
 - The budget must include all revenues (actual and projected) and all expenses, regardless of their eligibility for grant reimbursement.
 - If applicants have expenses that are not already listed on the budget form, use the "Other" option and list the specific expenses.
 - The grant request amount can be no more than 25% of the total event budget.
- ☐ Provide complete marketing plan
 - The required marketing plan template is available [here](#).
 - At least 75% of advertising must be geo-targeted outside of Haywood County.
- ☐ Attach data showing historical attendance data, ticket sales, etc. for previous years events.
 - For definitions and examples of estimation methods, reference the [Attendance Estimate](#) document.
- ☐ Letters of support if the project/event will take place on Town/County property or has the potential to impact other businesses (*if applicable*).
- ☐ Sponsorship forms showing sponsorship levels and benefits to potential sponsors (*if applicable*).
- ☐ Fundraisers – provide a letter of intent for which organizations the proceeds will be donated to (*if applicable*).