Grant Advertising Requirements

Applies to Tourism Promotion Grants, Legacy Event Sponsorships, and applicable Tourism Capital Grants

Advertising Placement

- At least 75% of advertising expenses must be spent outside Haywood County and geo-targeted to audiences outside the county. No more than 25% may be spent within Haywood County.
- Advertising should focus on the target markets regularly used by Visit Haywood.
- Advertising must be placed at least four (4) weeks prior to the event or project.
- Advertising should support efforts to attract new and increased visitation to Haywood County, with an emphasis on overnight visitors and audiences beyond the local market.

Branding & Creative Requirements

- All advertising and promotional materials funded through the grant must align with Visit Haywood branding guidelines and approved destination language.
- The Visit Haywood logo must be included and used appropriately on grant-funded advertising and promotional materials.
- Advertising creative must be submitted to Visit Haywood for approval before placement, at least seven (7) days in advance.
- All advertising and promotional materials must adhere to Visit Haywood's AI Policy. Under no circumstances will AI-generated visual content be accepted.

Marketing Plan & Documentation

- A complete marketing plan is required on this template. Applicants must be prepared to provide proof that the approved marketing was completed.
- Keep copies of advertising invoices, receipts, screenshots, tear sheets, links, or other documentation needed to verify placement and reimbursement.
- Grant recipients are required to provide proof of Visit Haywood recognition, including logos or mentions in promotional materials.

Visit Haywood Resources

- Brand Guidelines
- Target Markets
- Advertising Examples
- Visit Haywood Logo