

HOLLY SPRINGS TOURISM & RECREATION BUREAU

SPONSORSHIP APPLICATION

Please complete all applicable sections and submit the required supporting documentation. Incomplete applications may not be considered.

SECTION 1 — APPLICANT INFORMATION

Organization/Applicant Name: _____

Organization Type:

- ☐ Nonprofit
- ☐ Government/Public Entity
- ☐ Business
- ☐ Civic/Community Organization
- ☐ Other: _____

Federal EIN (if applicable): _____

Primary Contact: _____

Title: _____

Mailing Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

Website/Social Media: _____

SECTION 2 — EVENT/PROGRAM INFORMATION

Event/Program Name: _____

Event Date(s): _____

Event Location/Venue: _____

Is this event open to the public? ☐ Yes or ☐ No

Is admission charged? ☐ Yes or ☐ No If yes, admission price: \$_____

Is this a new or recurring event? ☐ New ☐ Recurring If recurring, number of years held:

Brief Description of Event/Program:

Primary Purpose of Event:

SECTION 3 — SPONSORSHIP REQUEST

Amount Requested from the Holly Springs Tourism Bureau: \$

Total Event/Program Budget: \$ _____

Percentage of total event budget represented by this request:

Have you received sponsorship or funding from the Holly Springs Tourism Bureau previously? ☐ Yes or ☐ No

If yes, provide year(s) and amount(s):

Are you requesting or receiving funding from other organizations, government entities, businesses, or sponsors? ☐ Yes or ☐ No

If yes, identify major funding sources and amounts:

How will Tourism Bureau sponsorship funds be used?

Provide a specific description of the proposed expenditures.

SECTION 4 — TOURISM & ECONOMIC IMPACT

Estimated Attendance

Total Estimated Attendance: _____

Estimated Local Attendees: _____

Estimated Out-of-Town Attendees: _____

Estimated Out-of-State Attendees: _____

Estimated Number of Overnight Visitors:

Estimated Hotel Room Nights Generated:

How were these estimates determined?

How will this event attract visitors to Holly Springs?

Describe the anticipated economic impact on local businesses, hotels, restaurants, attractions, retailers, or other tourism-related businesses.

SECTION 5 — MARKETING & PROMOTIONAL PLAN

Estimated Marketing/Advertising Budget: \$

Target Audience

Geographic Areas Targeted

- ☐ Holly Springs/Marshall County
- ☐ North Mississippi
- ☐ Memphis Metro Area
- ☐ Statewide Mississippi
- ☐ Regional/Multi-State n National
- ☐ Other: _____

Planned Marketing Methods

- ☐ Social Media
- ☐ Digital Advertising
- ☐ Radio n Television
- ☐ Newspaper/Print
- ☐ Flyers/Posters n Email Marketing
- ☐ Public Relations/Media Coverage
- ☐ Tourism/Travel Publications n Website
- ☐ Other: _____

Describe the marketing plan.

SECTION 6 — SPONSOR RECOGNITION

If sponsorship is awarded, describe the recognition and promotional benefits the Holly Springs Tourism Bureau will receive.

- Tourism Bureau logo on promotional materials
- Tourism Bureau logo on event website
- Social media recognition n Stage/announcer recognition
- Event signage/banner placement
- Inclusion in press releases
- Printed program recognition n Vendor/exhibit space
- Complimentary event admission/tickets
- Other: _____

Describe proposed sponsorship recognition in detail:

SECTION 7 — REQUIRED DOCUMENTATION

Please submit the following, as applicable, with this application:

- Completed Sponsorship Application
- Detailed Event/Program Budget
- Sponsorship Levels/Package, if applicable
- Marketing/Advertising Plan

- Proof of Organization/Nonprofit Status, if applicable
- Current W-9
- Event Flyer or Promotional Materials, if available
- Documentation of Previous Attendance, if applicable
- Documentation supporting projected hotel stays/visitor attendance, if available
- Any additional documentation requested by the Holly Springs Tourism Bureau

Incomplete applications may not be considered.

SECTION 8 — FUNDING CONDITIONS

If sponsorship is approved:

1. Funds must be used solely for the purposes represented in this application and approved by the Holly Springs Tourism Bureau.
2. Any significant change in the event, date, location, purpose, or proposed use of funds must be reported to the Tourism Bureau.
3. Sponsorship funds may not be transferred to another organization or used for an unrelated purpose without prior written approval.
4. The Holly Springs Tourism Bureau's name and/or logo may only be used in accordance with branding requirements provided by the Bureau.
5. The recipient may be required to submit documentation showing how sponsorship funds were expended.
6. The recipient may be required to submit a post-event report documenting attendance, visitor impact, hotel room nights, marketing reach, photographs, media coverage, and other measurable results.
7. Unused funds or funds determined to have been used for an unauthorized purpose may be subject to repayment.
8. Approval of sponsorship for one year or event does not guarantee future sponsorship.

SECTION 9 — CERTIFICATION

I certify that the information contained in this application is true and accurate to the best of my knowledge. I understand that

submission of this application does not guarantee sponsorship or funding.

If sponsorship is awarded, the applicant agrees to use the funds only for the approved purpose and comply with all sponsorship

requirements established by the Holly Springs Tourism Bureau.

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____

FOR HOLLY SPRINGS TOURISM BUREAU USE ONLY

Date Application Received: _____

Amount Requested: \$ _____

Amount Recommended: \$ _____

Amount Approved: \$ _____

Funding Source/Budget Category: _____

Application Status: ☐ Approved ☐ Approved with Conditions ☐ Denied n Tabled/Pending
Additional Information

Conditions/Comments:

Reviewed By: _____

Approval Date: _____

Authorized Signature: _____