

Holly Springs Tourism Bureau operates with public or tourism-generated funds. The rules are that “sponsorship dollars” should have a clear, documented connection to tourism, visitor spending, destination promotion, or an authorized public purpose.

Things the bureau cannot monetarily sponsor include:

- ❖ Political or campaign activities, candidates, campaign events, political fundraisers, partisan organizations, or election-related advocacy.
 - ❖ Religious worship or ministry activities, church services, revivals, religious instruction, or donations supporting religious operations. However, a community festival held on church property can be different if it is secular, open to the public, and demonstrably tourism related.
 - ❖ Private celebrations such as; birthdays, weddings, anniversaries, family reunions, retirement parties, class reunions, etc., unless there is an unusually strong and documented tourism purpose.
 - ❖ Individual fundraising requests — medical expenses, funeral expenses, hardship assistance, GoFundMe-type causes, personal travel, pageant expenses, individual sports travel, etc.
 - ❖ Events which primarily benefit local residents with little reasonable ability to attract visitors from outside the area.
 - ❖ School/team operational expenses — uniforms, equipment, regular-season expenses, booster-club needs, classroom expenses, graduation activities, etc. A major tournament bringing substantial overnight visitors could qualify differently.
 - ❖ General donations to nonprofits simply because the organization does good work. Sponsorship should purchase or support a tourism-related benefit rather than function as charitable giving.
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- ❖ Employee, board-member, elected-official, or related-party events/businesses where the sponsorship creates an actual or apparent conflict of interest.
 - ❖ Events where bureau money would primarily pay for alcohol, prizes, cash awards, gifts, entertainment for organizers, or other questionable/non-tourism expenditures.
 - ❖ Events that discriminate or are not reasonably accessible to the public, particularly where public funds are involved.
 - ❖ Events without an adequate budget, event plan, responsible organization, or documentation showing how the money will be spent.
 - ❖ Events requesting money after the event have already occurred, unless your policy specifically permits reimbursements.
 - ❖ Organizations that refuse to provide receipts, invoices, attendance information, visitor data, or a post-event report.

- ❖ Events that cannot demonstrate tourism impact, for example, no marketing outside the immediate community, no anticipated non-resident attendance, no hotel impact, and no meaningful visitor spending.
- ❖ Activities that primarily replace an organization's normal operating expenses, such as salaries, rent, utilities, debt payments, insurance, office supplies, or routine administrative expenses.

“Good for the community” and “appropriate for tourism funding” are not automatically the same thing. An event can be worthwhile and still not be something the Tourism Bureau could or should fund.

Sponsorship policies require applicants to demonstrate at least 3 of these 5 tourism benefits: attract visitors from outside Holly Springs; generates overnight stays; produces visitor spending at restaurants, retail, attractions, markets Springs outside the local area; or enhances Holly Springs as a tourism destination.