



Event Sponsorship Guidelines

Sponsorship requests must be received no closer than 30 days prior to the event, although it is highly encouraged that this application is received by EF months in advance. This allows for adequate advertising and coordination. Sponsorships are considered on a rolling basis and are awarded on a first-come, first-served basis.

Criteria

1. Funds must be used for an event taking place in Fayetteville.
2. Event should have the potential to bring attendees from outside Fayetteville and preferably spend the night.
3. Typically, a one-day event will receive from EF up to \$500/day for advertising or facility costs. Exceptions can be made based on the merit of each event. EF funds are to be used for event marketing to non-residents and specific approved event related expenses. Alcohol will not be approved.

Additional consideration will take place if:

- Event is specifically for non-resident attendees.
- Event enhances quality of life for residents.
- Contributes to the betterment of the tourism infrastructure.
- Event is held in slower tourism months. (January and July)
- Event showcases live music, arts, and/or culture
- The larger the number of non-resident attendees, the higher the sponsorship level.
- Includes multiple funding sources other than EF.
- An **Event Follow-Up Form** must be provided to the EF office within one month of the completion of the event. If one is not filed, the entity will not be considered for future event sponsorship.
- Best practices of reporting for the Follow-Up Report for the year prior were used.

Recognition should be given to the EF as a sponsor:

- EF logo should appear on all event promotional ads and materials.
- Please provide photos of EF logo displayed at your event and in promo materials.
- Provide your social tags to EF prior to your event.
- Tag *@fayettevillear* and *#expfaymyway* on all social platforms during your event.
- EF recognition on any merchandise (T-shirts, caps, etc.)
- Announce EF as sponsor: "Sponsored in part by Experience Fayetteville – there's a reason locals call it Favoriteville. Learn more at Favoriteville.com."

Examples of Best Practices of Reporting for the Follow-Up Report

- Follow-Up Report and all material are sent to EF within 30 days of the last day of the event. Note that future funding requests will not be considered if a follow-up report is not submitted.
- Follow-Up report is complete.
- Reporting zip codes from ticket sales.
- All social media is shown in one document with the use of *@fayettevillear* and *#expfaymyway*
- All traditional marketing material is shown in one document with the EF logo included.

Our goal is to help events to grow. Our sponsorship assistance is not intended to be ongoing and will likely be reduced each time a Sponsorship Request is considered for the same event.