



Haywood County Tourism Development Authority,
operating as Visit Haywood

Recognition Verification Requirements

Grant recipients must acknowledge Visit Haywood's support in all relevant advertising, public relations activities, printed materials, digital platforms, and permanent signage. This checklist outlines acceptable proof of Visit Haywood's recognition for Tourism Promotion and Tourism Capital grant funding, and Legacy Event Sponsorship. A minimum of three different forms of recognition is required to qualify for reimbursement.

****Recipients must submit proofs of all digital and/or printed uses of the Visit Haywood logo a minimum of one week's time prior to ad placement for approval by Visit Haywood staff.***

- Visual Recognition:
 - **Logo:** Prominently display the [Visit Haywood logo](#) on all promotional materials (e.g., flyers, posters, website, social media).
 - **Signage:** Include Visit Haywood branding on event signage throughout the venue.
 - **On-Site Presence:** Invite a Visit Haywood representative to the event (as appropriate and based on HCTDA staff availability).
 - **Capital Projects:** Grantees must work with HCTDA staff to determine the appropriate type of Visit Haywood recognition for capital projects.
- Verbal Recognition:
 - **Announcements:** Mention Visit Haywood's support in event announcements, speeches, or emcee introductions.
 - **Presentations:** Acknowledge Visit Haywood's sponsorship during presentations or informational sessions.
 - **Interviews:** Mention Visit Haywood's role in media interviews or press releases related to the event.
- Digital Recognition:
 - **Website:** Include the Visit Haywood logo and link to Visit Haywood website on the event/business website.
 - **Social Media:** Tag @VisitHaywood in project-related social media posts.
 - **Email Marketing:** Acknowledge Visit Haywood's sponsorship in event-related email communications.

ADDITIONAL NOTES:

- If the grant recipient has a business or event website, they **must** fulfill the website recognition requirement.
- Recipients are required to submit proof of recognition compliance with their Request for Reimbursement form.
 - **Visual recognition** – must submit copies of promotional materials featuring the Visit Haywood logo, photos of event signage and branding, or photos of Visit Haywood representatives at the event. Photos must be submitted as PNG, JPEG, or PDF files.
 - **Verbal recognition** – must submit audio or video files of recognition during event announcements, presentations, or interviews. Audio/video files should be submitted as MP3, MP4, or HDR files.
 - **Digital recognition** – must submit screenshots of website recognition, social media mentions, and emails communications.
- Failure to meet these recognition requirements will result in withholding of grant funds and may disqualify the applicant from future grant programs.
- Falsifying recognition requirements will result in the applicant being disqualified from future grant programs.