

AEMA Overview/Guidelines:

- Marketing must be in alignment with and support Visit Winston-Salem's mission and marketing strategies. To see a copy of the executive summary of our marketing & sales plan for the click [here](#) or to learn more about the visitor research we have conducted, click [here](#).
- Marketability of the event or campaign to generate overnight hotel occupancy by non-local visitors from outside Winston-Salem/Forsyth County
- Dollars may only be spent for advertising, marketing and promotions outside of Forsyth County and in key visitor feeder markets
- Must include partnering/packageing with at least one Forsyth County hotel property to ensure generation of hotel room nights
- Must include a research component to track attendance (and demographic information) and historic research showing data/results
- Funds are reimbursement only; invoice and proof of payment for expenditures must be submitted to Visit Winston-Salem at the conclusion of the event/campaign
- When an arts/local event generates more than 1,000 hotel room nights, they may be considered for Visit Winston-Salem's Convention and Sales Support (CSS) funding
- Submissions must be formatted to correspond to and be in alignment with the application outline
- Marketing details and media buy/placement supporting your event/exhibition/project AND hotel package details must be submitted to Visit Winston-Salem at least 90 days prior to event
- Marketing activity of event, including promotion of hotel package(s), must commence at least 60 days prior to event
- Where applicable, the Visit Winston-Salem logo and/or link to visitwinstonsalem.com should be included in you marketing/promotional executions