



Visiting Winston-Salem: Guidelines/Agreement for Media

Visit Winston-Salem hosts individual media trips for travel journalists, influencers, and content creators. We will provide qualified guests (based on the guidelines below) with suggested itineraries and coordinate with partner hotels, restaurants, and attractions. Visit Winston-Salem works alongside Hayworth PR to plan itineraries, confirm destination arrangements, and communicate with local industry.

Due to limited resources, media may be responsible for transportation arrangements. In some cases, a stipend may be available. Efforts will be made to help secure complimentary or reduced rates for lodging, attractions, and some meals. Items available for reimbursement will be outlined before the visit.

Guidelines: To help accomplish our objectives (and yours) in an effective manner, we ask for your cooperation with the following guidelines:

- **Travel requests:** Journalists and influencers/creators must contact Visit Winston-Salem at least four to six weeks before the planned trip. Travel request forms can be accessed at visitwinstonsalem.com/travel-request
 - *NOTE: Not all media applicants will be accepted due to hotel availability and budget restrictions.*
- **Guests:** Visit Winston-Salem (VWS) allows media to travel with a guest during hosted stays. Children and/or pets may also be permitted depending on the focus of your work and content/editorial plans. Contact us to discuss your specific plans.
- **Length of stay:** Visit Winston-Salem provides itineraries that are completely tailored toward the specific media visiting the destination and recommends a stay of 2-3 nights. If media guests are interested in setting up longer trips and visiting other neighboring destinations, Visit Winston-Salem can help coordinate the itinerary and will split the travel reimbursement costs between CVBs.
- **Traveling by air:** If media requires air travel, VWS asks that they book their own flight and rental car, and then submit an invoice after their visit. There are three major airports in the area, though we suggest flying to Piedmont Triad International (GSO), as it's a short drive to Winston-Salem (20-25 min). However, flying into Raleigh (RDU) or Charlotte (CLT) is also acceptable. Again, all reimbursements will be outlined prior to visit, and based on deliverables and budget.
- **Traveling by car:** If media are driving to the destination, VWS asks that they submit mileage reimbursable at the current IRS Standard Mileage Rate after their visit. Reimbursements will be outlined prior to visit, and based on deliverables and budget.
- **Reimbursements:** Purchases such as food/meals, transportation, and admission to pre-approved venues will be reimbursed following your visit. Guests must save and submit itemized receipts, which will be reimbursed once approved. Items to be reimbursed will be discussed and outlined prior to visit.

- **Alcohol purchases:** In general, Visit Winston-Salem will reimburse no more than two alcoholic purchases per person with a meal or activity. All other alcohol purchases are not reimbursable, though certain exceptions apply.

- **Itineraries:** Selection of lodging accommodations, excursions, attractions, and dining options depends upon interest and specific requests by visiting media, including what their audiences will be most interested in learning about, generating additional awareness and visitation for the Winston-Salem area. A detailed itinerary with contacts for each activity will be provided prior to your visit via Travefy. The document will be available via download onto your mobile device making all information available at your fingertips. We understand things happen and you may be running late to a meal or attraction, in which case we ask you contact the hosting industry partner to let them know of your arrival status.
 - Media are expected to take part in scheduled activities. While itineraries are typically finalized weeks in advance, plans are subject to change due to weather and other factors. Optional/flexible activities will be noted in your itinerary.
 - Guests who don't provide adequate notice of changes to travel plans may be billed for incurred costs. Please review your travel dates carefully beforehand.
- **Payments:** Certain media members may be compensated for their work. (Payments will be discussed when the trip is being planned.) To receive full payment, you must submit an invoice and a W-9. No checks will be processed without a W-9 on file. Payments are distributed after the project/publication date.
- **Feedback:** If a negative experience occurs, let Visit Winston-Salem know so it can be addressed. Send comments to either (or both) of the following team members:
 - Michael Breedlove: 336-829-0208; michael@visitwinstonsalem.com
 - Maria Hayworth: 336-871-7041; maria@hayworthpr.com

Minimum requirements for visit:

- Publish at minimum one article, blog post or broadcast based on your visit.
- For journalists, include a link/hyperlink to VisitWinstonSalem.com in your article and/or mention it in the broadcast.
- If you have social media channels, post at minimum once each day on a variety of relevant channels during your visit. Tag Visit Winston-Salem and the partners highlighted in your photos/reels.
- Once your visit is complete, you will need to upload all social media content on InfluenceKit (link to this platform will be shared prior to your visit) and share links and/or printed copies of the resulting article(s) and/or broadcast(s) resulting from your visit.

Your Name _____ Date _____

By signing, you agree that you have read the guidelines and agree to the requirements.