



Jefferson County Tourism Department
Event & Tournament Program
Policies & Procedures

I. Summary

The Jefferson County, Tennessee Department of Tourism (JCTD) sponsors and hosts select events that align with its mission to support local tourism businesses, foster economic vitality, and protect the county's fishing and recreational resources.

JCTD is funded exclusively through the Hotel Occupancy Tax collected within Jefferson County and is subject to state and local regulations governing the use of these funds.

This Tournament Policy outlines the process for tournament organizers, directors, and organizations (collectively "Tournaments") to:

- Request sponsorship funding or host fees
- Schedule fishing-related events at designated ramps
- Meet required criteria for contract approval

Approved Tournament Ramps:

- **Tennessee Wildlife Resources Agency (TWRA)**
Dandridge Access Ramp & Dandridge Boat Dock
100–157 Public Drive, Dandridge, TN 37725
- **Tennessee Valley Authority (TVA)**
Cherokee Dam Ramp & Reservation Park
TVA Parkway & Renfro Road, Jefferson City, TN 37760

II. Tournament Scheduling

JCTD coordinates scheduling with TVA, TWRA, Jefferson County Government, the Town of Dandridge, and the City of Jefferson City.

- Submitting a request **does not guarantee** ramp reservation.
- JCTD may prioritize events with higher economic impact.
- No tournaments will be scheduled during major boating holidays (Memorial Day, Independence Day, Labor Day).
- Requests must be submitted **at least six months in advance**.
- Local and regional tournaments are scheduled on a first-come, first-served basis.

JCTD will confirm approved events once all required applications are complete and reviewed.

Requirements by Ramp

TWRA – Dandridge Access & Dock

1. Submit the Tournament Request Form (online).
2. Once approved, complete the Dandridge Event Application if Town services are needed (trash, dock power, police): [Dandridge Special Event Application](#).
3. Notify TWRA of event details:
 - **Contact:** Capt. Tommy Whitehead
 - Email: Tommy.Whitehead@tn.gov | Phone: (423) 522-2452

TVA – Cherokee Dam Ramp

1. Submit the Tournament Request Form (online).
2. Once approved, complete the TVA Special Events Application (provided by JCTD), including:
 - Application & Disclosure Form
 - Certificate of Insurance:
 - Active during event dates
 - Includes waiver of subrogation
 - Names United States of America, TVA, and their employees/agents as additional insured
 - Event Plan & Layout Map
 - \$500 check payable to TVA

Mail applications to:

TVA – Natural Resources
400 West Summit Hill Drive, WT 11D-K
Knoxville, TN 37902

Direct TVA inquiries may be submitted via the [Public Land Information Center](#).

III. Parking & Access Use

- **Tournament participants must NOT USE private launches or parking areas without written permission from property owners.**
- Trespassing will be enforced by the Jefferson County Sheriff's Office; violators will be towed at their own expense.
- A list of public TVA and TWRA ramps on Douglas Lake is available [here](#).

IV. Sponsorship Guidelines

JCTD may provide financial or in-kind support ("sponsorship" or "host fee") for fishing tournaments, nonprofit fundraisers, or community events aligned with its mission. All requests must be submitted via the online form.

V. Sponsorship Criteria

To be considered, requests must:

1. **Tourism-Driven Attendance** – At least 60% of participants/spectators must travel 60+ miles and stay in Jefferson County lodging.
2. **Local Hosting** – All meetings, registrations, banquets, and award ceremonies must occur in Jefferson County.
3. **Marketing Value** – Applicants must demonstrate advertising reach and audience exposure.
4. **Fish Care Plan** – Events must follow best practices, including staggered flights, aerated holding tanks, mesh weigh-in bags, and proper disposal of deceased fish. Plans must be submitted to JCTD and TWRA.
5. **Compliance** – Failure to follow fish care/disposal requirements may disqualify future sponsorship or scheduling.

VI. Application & Selection Process

1. Submit sponsorship applications through the JCTD website at least six months in advance.
2. Provide a Request for Proposal (RFP) with:

- Estimated attendance
 - Marketing/advertising value and channels
 - Requested deliverables (restrooms, security, traffic control, etc.)
3. Submit documentation from at least two prior years of the event (or nearby events) showing economic impact (e.g., registration lists with participant addresses including, City, State, and Zip Code, or surveys).
 4. Applications are reviewed by JCTD staff and state/local partners.
 5. All use of JCTD logos and marketing assets requires prior approval.

VII. Payment Procedure

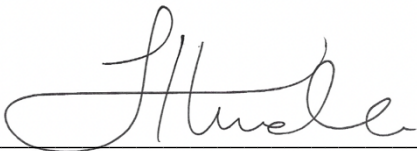
1. Upon approval and execution of a contract, submit a detailed invoice and current W-9 form: [IRS W-9 Form](#).
 - **Mail to:**
Jefferson County Department of Tourism
214 W. Main Street, Dandridge, TN 37725
Via Email: info@VisitJeffersonCountyTN.com
2. Within **15 business days** after the event, submit:
 - An Economic Impact Report, or
 - Event registration list (Name, Address, City, State, Zip Code)
 - Send to: info@VisitJeffersonCountyTN.gov
3. Host fees are paid only after submission of required reports.

This Tournament Policy and Procedures document has been reviewed and approved by the Jefferson County Department of Tourism and the Jefferson County Mayor's Office. All event organizers, directors, and affiliated organizations must comply with these guidelines as a condition of scheduling or receiving sponsorship.

Enacted this 22 day of August 2025, by the authority of the Jefferson County Mayor's Office.



Jefferson County Mayor, Mark Potts



Lauren Hurdle, Director of Tourism