



FOR IMMEDIATE RELEASE
June 26, 2019

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Florida's Sports Coast Marketing Matching Sponsorship Program

~~Apply by July 21 for event-based marketing matching sponsorship of up to \$5,000~~

PASCO COUNTY, FL ---- Experience Florida's Sports Coast, the destination management organization for [Pasco County](#), is launching the 2019-2020 [Marketing Matching Sponsorship Program](#) (MMSP) aimed at supporting special event organizers and events that have potential to attract tourists to the destination. MMSP provides up to \$5,000 in funding to expand the overall marketing reach of an event to visitors outside the Tampa Bay region.

“Matching provides a win-win partnership for our destination and event organizers,” said Sports Development and Tourism Program Manager Consuelo Sanchez. “It’s a great tool to reach new markets while diversifying our visitor profile.”

How to Apply:

- Complete the application [form](#) and submit to: cbsanchez@flsportscoast.com by **July 21, 2019**.
- Accepted applicants must present an oral presentation request for funding to the Tourist Development Council (TDC) on August 21, 2019.
- Once approved by the TDC, the application goes before the Pasco County Board of County Commissioners for final funding approval.

Requirements:

- MMSP requires a dollar-for-dollar match and/or in-kind goods or services
- Maximum allowable match is \$5,000
- MMSP funds are for event-related marketing expenditures only
- Marketing dollars must be used to promote outside the Tampa Bay area

To apply for funding, please contact [Experience Florida's Sports Coast](#) at 727.847.8129 or cbsanchez@FLSportsCoast.com. For more information about the Marketing Matching Sponsorship Program, please visit: bit.ly/FSCMarketingMatching.

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“Pasco County—Florida's Premier County”