



MARKETING MATCHING SPONSORSHIP PROGRAM

FY 2021 MARKETING MATCHING SPONSORSHIP PROGRAM

The intention of the Marketing Matching Sponsorship Program is to facilitate and foster the growth of special events in Pasco County while increasing the marketing efforts to enhance visitor travel, hotel stays, retail store traffic and restaurant business which assists in generating out of county and out of state economic impact. The special event should promote Pasco County as a tourist destination for visitors. A Special Event is an event that promotes an artistic, cultural or unique experience that is not of a competitive nature.

The application process opens once a year. If your organization is interested in applying for the Marketing Matching Sponsorship Program funds for an event in Pasco County, please call the Destination Management Organization (DMO) to discuss in detail prior to beginning the application process.

The FY 2021 Marketing Matching Sponsorship Program Cycle applies for events taking place between October 1, 2020 and September 30, 2021.

For further details please contact Consuelo Sanchez, Sports Development & Tourism Program Manager at cbsanchez@FLSportsCoast.com



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MARKETING MATCHING SPONSORSHIP PROGRAM

ELIGIBILITY & FUNDING REQUIREMENTS

A. ELIGIBILITY:

1. Event Host Organization must be previously established for a minimum of two years with proven track record of success in hosting previous events.
2. Event must be hosted between October 1, 2020 and September 30, 2021.
3. Event attendees must be encouraged to utilize Pasco County hotel rooms.
4. At least one Pasco County hotel must be promoted on the event website.
5. Event must show a direct economic impact on the local commerce.
6. Event must show marketing efforts by promoting the event to tourists as defined by Section 125.0104 (2)(b)2 Florida Statutes: "Tourist" means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations in Pasco County."
7. No Event Host Organization may receive or be considered for more than one Marketing Matching Sponsorship Program per year.
8. Event Host Organizations must demonstrate that the event will directly contribute to the promotion of tourism and attraction of overnight visitors to Pasco County by have a marketing plan with promotions out of Pasco County.
9. Attend the Marketing Matching Sponsorship Program Workshop.
10. Present Special Event Funding request to the Tourist Development Council at the selected meeting.

B. FUNDING REQUIREMENTS:

1. Event Host Organization must be previously established for a minimum of two years with proven track record of success in hosting previous events.
2. Event attendees must be encouraged to utilize Pasco County hotel rooms.
3. Designated space for County promotions at the event (booth or table).
4. At least one Pasco County hotel must be promoted on the event website.
5. The recipient must match funding amount with a dollar-for-dollar match and/or in-kind promotions for event related marketing expenditures.
6. The Florida's Sports Coast logo or name must be included in all ads and promotions to be sought for reimbursement.
7. The Florida's Sports Coast logo or name must be included in all matching promotions.
8. Submit Post Event Report within 45 days of the ending date of the event.



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MARKETING MATCHING SPONSORSHIP PROGRAM

APPLICATION PROCESS

A. Pre-Application Process

1. Review Eligibility & Funding Requirements
2. Review Marketing Matching Sponsorship Program timeline
3. Contact Destination Management Organization (DMO) to request digital application or visit www.FLSportsCoast.com to fill out the online application.
4. Designate a primary point of contact. This person will be responsible for maintaining all records, requesting reimbursement and providing invoices, as well as an event recap and post event report. They will ensure that all guidelines are followed, and all documentation is completed according to deadlines.
5. Attend a mandatory two-hour workshop organized by the DMO to go over the Marketing Matching Sponsorship Program Application and Post Event Report processes. Just organizations who attend the workshop are eligible for the Marketing Matching Sponsorship Program. Should your organization have a conflicting schedule and no representative is available to attend the workshop, please communicate with the DMO at least one week prior to the workshop in order to schedule a one-on-one training session. However, **not attending the workshop could jeopardize your eligibility for this program as one-on-one meetings will be subject to staff availability.**

B. Application Process

1. Complete the Marketing Matching Sponsorship Program Application (**Attachment 1**) in its entirety and submit it by the provided deadline. All applications must be submitted using the fillable forms. Late or incomplete applications will not be considered. The DMO will take a minimum of 30 days to review the application and complete the internal processes.
2. Throughout the process, DMO will contact you to discuss further details of eligibility.
3. All applicants will be required to submit the event marketing plan and overall budget. Use Marketing Plan Form (**Attachment 2**) including ad sizes, placement, publish date, location, etc. Each advertisement needs to specify whether the expenditure will be sought for reimbursement or used as matching promotions (Please see Section C1 for further information about matching promotions).
4. Please note that marketing expenditures sought for reimbursement must be targeted out of Pasco County.
5. The DMO will approve marketing expenditures and promotions to be eligible for reimbursement under this Program as well as matching promotions.
6. Submit a 5-slide Power Point presentation at least 10 days prior to the Tourist Development Council (TDC) meeting.
7. All Marketing Matching Sponsorship Program applicants will be required to present their marketing plan and overall budget to the TDC.
8. The TDC will recommend final funding for the special event for up to \$5,000.00 and the Purchasing Department will approve final Funding Agreement.



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C. Pre-Event

1. Each recipient shall be awarded an amount not to exceed \$5,000.00. In order to receive funding from this program, the recipient must match funding amount with a dollar-for-dollar match and/or in-kind promotions for event related marketing expenditures. Staff salaries are not eligible towards matching funds. In-kind promotions must be provided by third party entities. Pasco County advertisements and promotions qualify as matching funds but do not qualify for reimbursement. i.e., In order to receive reimbursement of \$5,000.00, recipient needs to submit out-of-Pasco marketing expenditures for \$10,000.00.
2. For in-kind matching promotions, the event must match the same amount which will be sought for reimbursement (out-of-Pasco marketing expenditures) with in-kind promotions regardless the location.
3. The Florida's Sports Coast logo or name must be included in all ads and promotions to be sought for reimbursement.
4. The Florida's Sports Coast logo or name must be included in all matching promotions.
5. Request copy of the Florida's Sports Coast Brand Guidelines.
6. At least 60 days prior to the event and 10 calendar days prior to the art/script/video deadlines (deadlines should be provided by your advertising or marketing vendor), submit copy of the art to the DMO for its approval.
7. Any change to the marketing plan approved by the TDC must be approved by the DMO, otherwise the new promotions won't be eligible for reimbursement.
8. Permitting: Each organization will be required to obtain a temporary event permit through the county or municipality the event is going to be held.
9. Certificate of Liability 30 days prior to Event.

D. Post-Event

1. Within ninety (45) days after the ending date of the event the organization must submit a complete Post Event Report.
2. The Post Event Report must contain copy of advertisement(s), paid invoices to promotional/marketing vendors and copy of cleared check or bank statements showing payment of those promotions for which reimbursement is sought.
3. Comply with the dollar-for-dollar match expenditures or in-kind promotions (See Sections C.1 and C.2)
4. Applicant must match the funding amount, with a dollar-for-dollar match and/or in-kind promotions for event related marketing expenditures. Applicant shall use its matching dollars and/or in-kind contributions to promote the Event in Pasco County.
5. Failure to comply with the requirements of this paragraph shall render ineligible for reimbursement under this Agreement.
6. Submit Room Block Reports, Participant Surveys and/or the Certified Room Night form, Etc.
7. Submit promotional value to Pasco County; i.e., press/media coverage, newspaper, on-air, social media, magazine, etc.
8. Marketing expenditures to be reimbursed must comply with terms of the Marketing Matching Sponsorship Program, including but not limited to execution of the marketing plan outlined in the Funding Requirements section of the agreement.



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TIMELINE

Schedule	Date/Deadline	Place
Application Cycle Opens	March 16, 2020 9:00 AM	www.FLSportsCoast.com cbsanchez@FLSportsCoast.com Tourism@FLSportsCoast.com
Mandatory Workshop	April 1, 2020 1:00 PM	Location TBD
Deadline for Questions	May 15, 2020 5:00 PM	cbsanchez@FLSportsCoast.com Tourism@FLSportsCoast.com
Application is due	June 30, 2020 5:00 PM	cbsanchez@FLSportsCoast.com Tourism@FLSportsCoast.com
5-Slide Power Point Presentation	August 2, 2020 5:00 PM	cbsanchez@FLSportsCoast.com Tourism@FLSportsCoast.com
Presentation to the TDC	August 12, 2020 9:30 AM	Dade City Historic Courthouse



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APPLICATION PROCESS CHECKLIST

- Review Marketing Matching Sponsorship Program (MMSP) Eligibility & Funding Requirements
- Review MMSP Application Process
- Review FY 2021 MMSP Timeline
- Contact Destination Management Organization (DMO) to request digital application
- Designate a primary point of contact
- Confirm attendance to the MMSP workshop
- Attend mandatory MMSP workshop
- Submit questions by the provided deadline
- Complete the MMSP Application in its entirety and submit it by the provided deadline
- Fill out Marketing Plan Form in its entirety and submit it along with the MMSP Application
- Submit Power Point presentation by the provided deadline
- Present MMSP request to Tourist Development Council



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MARKETING MATCHING SPONSORSHIP PROGRAM

Attachment 1

Marketing Matching Sponsorship Program Application

A. APPLICANT INFORMATION:

Organization:			
Primary Point of Contact:			
Address:	City:	State:	Zip Code:
Phone:	Cellphone:		
Email Address:	Organization Website:		

B. EVENT INFORMATION:

Event Name:			
Event Dates:	Location:		
Venue:	Address:	State:	Zip Code:
Event website:	Social Media:		
When the event was established?	Is this a ticketed event?		
Audience (adults only, adults and children, hobby specific, etc.):			

C. EVENT DESCRIPTION:

1. Please provide in a separate sheet the event description including event history, locations where the event has been hosted in the past and any other relevant information about the event.
2. Please attach a detailed event plan: schedules, special events, entertainment line-up, etc.

D. MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. The Destination Management Organization (DMO) will approve marketing expenditures and promotions to be eligible for reimbursement under this Program as well as matching promotions.

Please fill out the **Marketing Plan Form** attached to the application with a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.



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E. EVENT HISTORY:	
Last Year's Event Location:	
No. of Attendees:	% of overnight visitors:
Economic Impact: \$	
No. of rooms nights:	Room Rate:
Other Event Locations:	Year:
No. of Attendees:	% of overnight visitors:
Economic Impact: \$	
No. of rooms nights:	Room Rate:

F ESTIMATED ECONOMIC IMPACT:	
Projected No. of Attendees:	
% of local attendees:	% of overnight visitors
Are you working with a host hotel?	If yes, which hotel?
No. of rooms blocked for the event:	Room Rate:
Additional hotels:	
Do you need logistic assistance from the DMO to secure host hotels?	

G. FUNDING REQUIREMENTS:

- Is your event taking place between October 1, 2020 and September 30, 2021? Yes ___ No ___
If not, please contact the DMO to get further details about next Fiscal Year application cycle.
- Did you attend the mandatory Marketing Matching Sponsorship Program workshop or one-on-one training session with the DMO? Yes ___ No ___
If yes, please attached the certification. If not, your organization is not eligible for this program. Please contact the DMO to get further details about next Fiscal Year application cycle.
Please note: Eligibility is determined by the Destination Management Organization and the Tourist Development Council. All funding is discretionary based on completed internal review of applications, attachments and post event reports.
Each recipient shall be awarded an amount not to exceed \$5,000.00. In order to receive the funding under this program, the recipient must match the Sponsorship amount with a dollar-for-dollar match and/or in-kind goods or services for event related marketing expenditures. In-kind goods or services must be provided by third party entities.

APPLICATION COMPLETED BY:

Name:

Title:

Date:



MARKETING MATCHING SPONSORSHIP PROGRAM

Attachment 2

MARKETING PLAN FORM

1. Publication	Ad 1	Ad 2	Ad 3	Ad 4	Ad 5
2. Kind of Promotion					
3. Promotion description					
4. Location					
5. Total Value \$					
6. Paid Promotion \$					
7. In-Kind Contribution \$					
8. Reimbursable or Matching Promotion					

Instructions: Please use this format as an example of how to submit the Marketing Plan information

- 1. Publication:** Promotion Vendor i.e. Tampa Bay Times, HITS106, Facebook, etc.
- 2. Type of Promotion:** Digital, print, radio ad, video, etc.
- 3. Promotion Description:**
 - a. For digital ads: Size of the ad, ad placement, duration of the digital promotion (one week, month, etc).
 - b. For print ads: Size of the ad, ad placement, how many magazines /newspaper will be printed, frequency (one time, bi-weekly, monthly, weekends, etc).
 - c. For video promotions: length of the video, frequency, and how many times it will be aired.
 - d. For radio ads: length of the radio ad, frequency, and how many times it will be aired.
 - e. For social media: Size of the ad, ad placement, duration of the digital promotion (one week, month, etc).
- 4. Location:** Target audience and location. i.e. social media ad targeting people between 21-45 years old in Orlando, Daytona, etc.; magazine will be distributed in South Florida.
- 5. Total Value:** Please include the promotion value including in-kind contributions.
- 6. Paid Promotion:** Please specify the amount that you will need to pay for the promotion
- 7. In-Kind:** Please specify the in-kind contribution that you will receive from the marketing vendor
- 8. Reimbursable or Matching Promotion:** Please specify whether you intent to use the ad as an eligible expenditure or as a matching promotion.



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