



Pasco County Event Sponsorship Agreement Guidelines and Summary



The Pasco County Event Sponsorship Agreement is designed to assist organizations, sports development and governing bodies in attracting events which will generate significant overnight visitors to the County and deliver a quality event to the area. Organizations will be required to request an Event Sponsorship in person and in writing from the Tourist Development Council (TDC). The following information must be included:

- overnight visitors staying in Pasco County accommodations
- registered participants
- is the event itself a destination (for example, the FHSAA Cross Country Championship is the State's final event for high school athletes)
- promotional value to the County (for example, media coverage of event will be broadcast on regional television)
- bid, right's fees or amount requested for sponsorship and detail the usage of funds

An emphasis on sport events will be considered for sponsorship including amateur and professional athletic events. Local Special Event Grant participants are not eligible for this sponsorship unless the applicant demonstrates that *"but for" the event sponsorship agreement, the event may not be held in the County.*

To ensure the success of your request/presentation please understand the following:

The TDC will use the following grid as a guideline when recommending funding to the Pasco County Board of County Commissioners (BCC):

Room Nights	Event Sponsorship
2,000 and up	\$15,000 and up
1,000 – 1,999	\$10,000 to \$14,999
400- 999	\$5,750 to \$9,999
200-399	\$2,500 to \$5,749
50-199	\$500 to \$2,499

Event Sponsorship Agreement requests will be reviewed during TDC meetings (held at a minimum quarterly). The meeting schedule for 2010 with request deadlines is in parenthesis:

July 22, 2010 (deadline July 7)
September 15, 2010 (deadline Sept. 1)
November 18, 2010 (deadline Nov. 4)

Please sign and date this document along with the date your organization would like to present to the TDC. The following summarizes the allowable/disallowable expenses that may be used for reimbursement.

Allowable Expenses	Disallowable Expenses
promotion, marketing, and programming	general and administrative expenses
paid advertising and media buys	building, renovating and/or remodeling
production and technical expenses	permanent equipment purchases
site fees/costs (contract help, rentals, insurance)	debts incurred prior to the grant
rights & sanction fees, non-monetary awards (trophies and medals)	hospitality or social functions

Upon the recommendation by the TDC, the Office of Tourism Development will forward the request and the Event Sponsorship Agreement to the BCC. The BCC is the final decision maker and the Office of Tourism Development will contact the applicant/organization upon their final funding recommendation.

Prior to the event, if awarded an event sponsorship, the organization must provide a signed Agreement, proof of insurance, which lists the **Pasco County Board of County Commissioners** as additional insured, with a minimum liability of \$1,000,000 per occurrence.

If these items are not provided before the event takes place then the event sponsorship will not be awarded.

The applicant must also agree to include the Pasco County Tourism logo and/or Pasco County Seal on appropriate promotional pieces and displays during the event and or on the website and display banners, etc.

Within 90 days after the completion of the event, the organization must forward a Post Event Report (see attached). The County will disburse funds as stated in the Event Sponsorship Agreement for allowable expenses specified in the Post Event Report.

PROJECTED EXPENSES and ROOM NIGHT PROJECTIONS

PROJECTED REIMBURSEABLE EXPENSES	COST
TOTAL EXPENSE(S)	
ROOM NIGHT PROJECTION	
NAME OF HOST HOTEL	
OTHER ACCOMMODATION PARTNERS	

Event Director Name/ Signature

/

Date

Requested TDC Meeting Date

EVENT SPONSORSHIP POST EVENT REPORT

I. INFORMATION

1. Organization Name: _____

*(Please note: All payments will be made payable and mailed to the Organization named in the Event Sponsorship Agreement.)

2. Post Event Report Completed by: _____

II. EVENT INFORMATION

1. Event Title: _____ 2. Event Date(s): _____

3. Event Location(s): _____

4. Provide a summary of media exposure for the event (please include copies of any printed promotional materials, television highlights, video documentation, etc.):

III. EVENT SPONSORSHIP

1. Amount of Award Due if not paid prior to event: \$ _____

Please attach a separate invoice for the same amount on your organizations letterhead to submit to Finance. Invoices shall be made out to Pasco County BOCC.

2. Summary of eligible expenditures for grant reimbursement

(appropriate documentation - cancelled checks and invoices must be attached to the Post Event Report):

<u>CHECK #</u>	<u>PAYABLE TO</u>	<u>PURPOSE</u>	<u>AMOUNT</u>

Please note: Payment/reimbursement occurs by submitting invoices totaling the amount of the sponsorship.

IV. ECONOMIC IMPACT

1. Participation Summary:

Total Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State: number of athletes/participants x \$143.00 In-State: x \$72.00
 YOUTH Out-of-State: \$72.00 In-State: x\$36.00
 ADULT In-County: \$24.00 Youth In-County: \$12.00

Total Spectators (fans, family, friends, etc., same \$ amounts as above)

ADULT Out-of-State: In-State:
 YOUTH Out-of-State: In-State:
 ADULT In-County Youth In-County:
Total Media Out-of-State: No Data In-State: if applicable

2. Economic Impact Summary *(should reflect numbers provided in Section IV – 1 – Participation Summary)

Direct Out-of-State Economic Impact of the Event Example

of out-of-state Adult Participants 90 x avg. length of stay 4 x \$143 (avg. daily expenses) = \$51,480
 # of out-of-state Adult Spectators 969 x avg. length of stay 4 x \$143 = \$554,268
 # of out-of-state Youth Participants 646 x avg. length of stay 4 x \$72 = \$186,048
 # of out-of-state Youth Spectators 323 x avg. length of stay 4 x \$72 = \$93,024
 # of out-of-state Media/Professional No Data x avg. length of stay x \$143

TOTAL DIRECT OUT-OF-STATE ECONOMIC IMPACT=

Total Hotel Impact (In-State and Out-of-State): # of Rooms 558 x Avg. # of nights 4 x Avg. Room Rate \$111 = \$247,752

Total Hotel Impact \$247,752 x lodging/bed tax rate .02 = \$ 4,955

VI. EXPENSES

EXPENSES (example)	
REIMBURSEABLE EXPENSES	CASH/CHECK
Rights Fees	
Promotion, Marketing, Programming & Advertising	
Site Fees/ Costs	
TOTAL EXPENSE(S)	

Please note: If a grant is awarded, payment/reimbursement occurs after the event by submitting invoices totaling the amount granted. The following summarizes the allowable/disallowable expenses that may be used for reimbursement.

Allowable Expenses	Disallowable Expenses
promotion, marketing, and programming	general and administrative expenses
paid advertising and media buys	building, renovating and/or remodeling
production and technical expenses	permanent equipment purchases
site fees/costs (contract help, rentals, insurance)	debts incurred prior to the grant
rights & sanction fees, non-monetary awards (trophies and medals)	hospitality or social functions

V. SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Event Sponsorship Post Event Report Policies and Procedures, and attest that all information included with this report is true and accurate:

Authorized Signature

Title

Date