



FOR IMMEDIATE RELEASE
June 8, 2018

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Visit Pasco Launches Matching Marketing Sponsorship Program

~~Special event organizers encouraged to apply~~

PASCO COUNTY, FL ---- Special event organizers have an exciting opportunity to expand their market reach through Visit Pasco's new **Matching Marketing Sponsorship Program** (MMSP). The Pasco County [Office of Tourism Development](#) is launching the program, which will provide up to \$5,000 to promote events and increase visitation to Pasco.

"Matching provides a win-win partnership for the County and event organizers," said Tourism Program Manager Consuelo Sanchez. "It's a great tool to reach new markets outside the Tampa Bay region and to increase attendance."

Matching Marketing Sponsorship Program guidelines:

- ✓ Applications must be received by **June 28, 2018**.
- ✓ Approved applicants must present a funding request to the Tourist Development Council
- ✓ The Pasco Board of County Commissioners grants final approval
- ✓ 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
- ✓ MMSP program replaces the previous Special Event Marketing Program

To apply for funding, please contact the Office of Tourism Development at 727.847.8129 or via email: cbsanchez@pascocountyfl.net.

For more information about Pasco County Tourism and events, please visit www.visitpasco.net.

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