



# Pasco County Event Sponsorship Program Post Event Report

Event Name: \_\_\_\_\_

## ECONOMIC IMPACT

Provide the following information regarding the number of rooms accommodated and the individuals participating in and attending the Sponsored Event.

### 1. Accommodations Impact

Provide the total number of room nights that resulted from the Event: \_\_\_\_\_

Calculate the accommodations impact using the number of room nights (RV, Hotel, Bed-n-Breakfast, Vacation Homes, etc.) that resulted from the Event using the following formula.

Number of Rooms occupied X the number of nights X the Average Room Rate X .02 \$ \_\_\_\_\_

### 2. Local Economic Impact

For each of the following categories calculate the local economic impact in dollars using the number of participants, spectators, and media persons and the dollar amounts provided.

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

ADULT Out-of-State overnight x \$150.00 x 89 = ..... \$ \_\_\_\_\_

YOUTH Out-of-State overnight x \$75.00

ADULT In-State overnight x \$75.00 x 20 = ..... \$ \_\_\_\_\_

YOUTH In-State overnight x \$35.00

ADULT In-State x \$35.00 x 9 = ..... \$ \_\_\_\_\_

YOUTH In-State x \$25.00

ADULT In-County x 25.00 x 4 = ..... \$ \_\_\_\_\_

YOUTH In-County x \$15.00

B. Total Spectators (fans, family, friends, etc.)

ADULT Out-of-State overnight x \$150.00 x 67.....\$ \_\_\_\_\_

YOUTH Out-of-State overnight x \$75.00

ADULT In-State overnight x \$75.00 x 29 = .....\$ \_\_\_\_\_

YOUTH In-State overnight x \$35.00

ADULT In-State x \$35.00

YOUTH In-State x \$25.00

ADULT In-County x 25.00

YOUTH In-County x \$15.00

Total Local Economic Impact .....\$ \_\_\_\_\_

**Total Economic Impact** Total Accommodations Impact plus Total Local Economic Impact

.....\$ \_\_\_\_\_

**PROMOTIONAL IMPACT**

On a separate sheet of paper, provide a detailed description of the marketing plan that was used for the Event. Provide information regarding the success of that Plan in terms of relevant measurements.

**REIMBURSABLE EXPENDITURES**

Provide proof of expenditure for each reimbursable expenditure authorized pursuant to the Event Sponsorship Agreement. Proof shall include proof of payment and shall be contain enough information so as to identify the specific reimbursable expenditure that was purchased. A copy of all advertising and promotional material, whether audio, video, electronic, or hard copy form for which reimbursement is sought must be submitted as a part of this Post Event Report.

**SIGNATURE/DISCLAIMER**

On behalf of Killer 'B' Promotions, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

\_\_\_\_\_  
**Authorized Signature**

President  
**Title**

May 13, 2015  
**Date**