



Sports Event Sponsorship Program Eligibility & Funding Requirements

ELIGIBILITY:

All sports organizations and events are eligible for funding. Organizations and events will be evaluated based upon the following criteria:

- Event Host Organization must be previously established and in business for a minimum of 2 years, *i.e. hosted previous events with proven track record of success.*
- Event must utilize Pasco County hotel rooms to generate money from the Tourist Development Tax.
- Event must show potential for future growth in Pasco County.
- Event must show a direct economic impact through marketing and local commerce.
- Event must show marketing efforts by promoting the Event to tourists as defined by Florida Statute, Section 125.01.04 (5)(a)3.

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“To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;” “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.

FUNDING REQUIREMENTS:

Pre-Event

- All Applications **MUST** be received 90 days prior to the start date of the event with no exceptions.
- Sports Event Sponsorship amount requested and proposed use of requested funds.
- Projected or known number of registered participants.
- Projected number of overnight visitors staying in Pasco County accommodations and a tracking mechanism, *i.e. Certified Room Night Verification Forms, Event Survey, Etc.*
- Breakdown and timeline of Marketing Plan, *i.e.: ad sizes, placement, publish date, location, etc.*
- Visit Pasco, the official Pasco County Tourism logo or name must be included in any and all media coverage or purchased ads.
- Breakdown of total event operational and marketing budget.
- Certificate of Liability 30 days prior to the Event.

Post-Event

- Event Survey Compiled Results Analysis.
- Promotional value to Pasco County, *i.e.: press/media coverage, newspaper, on-air, social media, magazine, etc.*
- Funding is subject to a Post Event Report including invoices pertaining to requested reimbursements.