



# Post Event Report

## Pasco County Sports Event Sponsorship Program

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

### 1. ECONOMIC IMPACT

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

#### ACCOMMODATIONS IMPACT:

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

Calculate the total 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.

\_\_\_\_\_ (total number of hotel rooms) X **\$83** (average cost) = \_\_\_\_\_ **Total Accommodations Impact**

\_\_\_\_\_ (total accommodation impact) X **2%** = \_\_\_\_\_ **Tourist Development Taxes Collected**

#### 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 with the dollar amounts provided.

#### TOTAL PARTICIPANTS (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight	_____	_____
YOUTH Out-of-State overnight	_____	_____
ADULT In-State overnight	_____	_____
YOUTH In-State overnight	_____	_____
ADULT In-State	_____	_____
YOUTH In-State	_____	_____
ADULT In-County	_____	_____
YOUTH In-County	_____	_____

#### TOTAL SPECTATORS (fans, family, friends, etc.)

ADULT Out-of-State overnight	_____	_____
YOUTH Out-of-State overnight	_____	_____
ADULT In-State overnight	_____	_____
YOUTH In-State overnight	_____	_____
ADULT In-State	_____	_____
YOUTH In-State	_____	_____
ADULT In-County	_____	_____
YOUTH In-County	_____	_____

**Total Local Economic Impact** \_\_\_\_\_

**Total Economic Impact** (Total Accommodations Impact + Total Local Economic Impact) = \_\_\_\_\_

#### 2. PROMOTIONAL IMPACT

##### EXECUTED MARKETING PLAN (Paid Advertising)

Please attach a detailed breakdown and timeline of the Sports Event Marketing Plan that was used to promote your event, including the following: ad sizes, placement, publish date, location, voice scripts, etc.

##### PROMOTIONAL VALUE

Provide information regarding the success of the event promotions in terms of relevant measurements, for example, the number of tournament guides printed, social media reach and impressions, visits to the event website, press/media coverage in newspaper, on-air, social media or magazines, etc.

#### 3. SPONSORSHIP INVOICE

Please attach an invoice for the total amount of reimbursement you are seeking, up to the approved sponsorship amount in your agreement. Please include the following information in the invoice:

- a. Addressed to Pasco County Board of County Commissioners
- b. Organization name (as specified in the agreement)
- c. Address of organization (as specified in the agreement)
- d. Invoice number
- e. Date of submission
- f. Total reimbursement amount

#### 4. REIMBURSABLE EXPENDITURES

In order to be eligible for reimbursement, all executed marketing efforts must have targeted areas outside of Pasco County. *\*It is preferred that all marketing efforts be done regionally, state-wide, nationally and/or internationally.*

Please use the list of reimbursable expenses document (found on website), to compile all of the authorized expenses for which you are seeking reimbursement in the provided sponsorship invoice.

In addition to the list of reimbursable expenses please provide the following proof for each expense sought to be reimbursed:

- a. Invoice supporting reimbursable expenses.
- b. Evidence of payment (front and back copies of cleared checks or bank statement for debit/credit card) from grantee to third party for charges paid. **\*\*Cash payments are not acceptable and do not qualify for reimbursement.**
- c. Please provide the following proof based on your type of advertisement or promotional material:
  - Print Advertising: full color printed copy of the Ad.
  - Video: script of video footage, along with printed screenshots. Schedule of air-time from the VENDOR showing channels and specific times aired, audience locations, etc.
  - Audio: script of advertisement, schedule of air-time from the VENDOR showing times played and audience reach.
  - Online Advertising: full color printed screenshots of ads.
  - Promotional Material: full color photo of items.



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### IMPORTANT DISCLOSURE

Once the Post Event Report is complete and all required information and attachments are provided, please turn it in to the Office of Tourism Development. **Incomplete Post Event Reports will not be accepted. Failure to comply with these requirements shall render your organization ineligible for reimbursement under the Agreement.**

### SIGNATURE/DISCLAIMER

On behalf of \_\_\_\_\_(Organization), 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**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**