



# FY 2025 MARKETING MATCHING SPONSORSHIP PROGRAM (MMSP)

## INTRODUCTION TO THE MMSP

### A. PURPOSE

The intention of the Marketing Matching Sponsorship Program is to facilitate and foster the growth of special events in Pasco County while increasing the marketing efforts to enhance visitor travel, hotel stays, retail store traffic and restaurant business which assists in generating out of county and out of state economic impact. The special event should promote Pasco County as a tourist destination for visitors. A Special Event is an event that promotes an artistic, cultural or unique experience that is not sports-related.

The application process opens once a year. If your organization is interested in applying for the Marketing Matching Sponsorship Program funds for an event in Pasco County, please call the Destination Management Organization (DMO) to discuss in detail prior to beginning the application process.

The FY 2025 Marketing Matching Sponsorship Program Cycle applies for events taking place between October 1, 2024 and September 30, 2025. For further details please contact Kayla Glazebrook, at [kkgetz@FLSportsCoast.com](mailto:kkgetz@FLSportsCoast.com) and Matthew Bogdanoff at [mbogdanoff@FLSportsCoast.com](mailto:mbogdanoff@FLSportsCoast.com).

### B. FUNDING

1. Pasco County's signature events, including Chasco Fiesta, Cotee Bike Fest, Kumquat Festival, and Pigs in Z'Hills BBQ & Blues Fest, may qualify for funding of up to \$20,000.00 The funding amount will be determined based on their out-of-Pasco-County marketing plans, the number of events applying for this program, and budget availability.
2. Non-signature events can be eligible for funding of up to \$10,000.00 for out-of-Pasco marketing, advertising, and promotions as follows:
3. Matching Funding: Reimbursement of up to \$5,000 to expand the marketing reach of the event to audiences outside Pasco County. To qualify for this funding, recipients must provide a dollar-for-dollar match and/or in-kind promotions for event-related marketing expenditures. Please note that non-promotions expenditures are not eligible for matching funds. In-kind promotions should be sourced from third-party marketing outlets. While Pasco County advertisements and promotions can count towards matching funds, they are not eligible for reimbursement. For example, if a recipient seeks reimbursement of \$5,000.00 for out-of-Pasco marketing expenditures, they would need to submit marketing expenditures totaling no less than \$10,000.00 to meet the matching requirement, or submit written evidence from the third-party marketing outlet of the in-kind value of the promotions.
4. Long-distance Promotions Incentive: To qualify for this incentive, non-signature events must have already incurred a minimum of \$5,000.00 in out-of-county marketing, advertising, and promotions expenses. For every additional dollar spent on advertisements, promotions, and marketing placed over 100 miles away from Pasco County beyond the initial \$5,000.00, events may be reimbursed one dollar for up to \$2,000.00. This incentive is designed to bolster efforts to attract overnight visitors from distant regions and does not require matching funds.
5. Room Night Generation Incentive: Non-signature events may also qualify for up to \$3,000.00 in room night generation incentives. The county will provide \$10.00 for each certified room night in Pasco County hotels. This incentive aims to encourage events to generate overnight stays in Pasco County accommodations. To qualify for this incentive, event organizers must have room blocks with at least two Pasco hotels, who will provide a room night certification or a room night pick-up report to certify the number of room nights generated by the event. For room nights booked under online travel agencies, the event organizer can use copy of the final folio from the hotel to receive credit for those room nights.
6. The funding amount will be determined based on their out-of-Pasco-County marketing plans, the number of events applying for this program, and budget availability.



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## MARKETING MATCHING SPONSORSHIP PROGRAM

### ELIGIBILITY & FUNDING REQUIREMENTS

#### A. ELIGIBILITY:

1. Event Host Organization must be previously established for a minimum of two years with proven track record of success in hosting previous events.
2. Event must be hosted between October 1, 2024 and September 30, 2025.
3. Event must show a direct economic impact on the local commerce.
4. Event must show marketing efforts by promoting the event to tourists as defined by Section 125.0104 (2)(b)2 Florida Statutes: "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."
5. Event Host Organizations must demonstrate that the event will directly contribute to the promotion of tourism and attraction of overnight visitors to Pasco County by have a marketing plan with promotions out of Pasco County.
6. Pasco County's signature events, including Chasco Fiesta, Cotee Bike Fest, Kumquat Festival, and Pigs in Z'Hills BBQ & Blues Fest, may qualify for funding of up to \$20,000.00 The funding amount will be determined based on their out-of-Pasco-County marketing plans, the number of events applying for this program, and budget availability.
7. Non-signature events can be eligible for funding of up to \$10,000.00 for out-of-Pasco marketing, advertising, and promotions.
8. The funding amount will be determined based on their out-of-Pasco-County marketing plans, the number of events applying for this program, and budget availability.

#### B. FUNDING REQUIREMENTS:

1. Event attendees must be encouraged to utilize Pasco County hotel rooms.
2. At least one Pasco County hotel must be promoted on the event website.
3. The event organizer needs to obtain and maintain occurrence-type general liability insurance coverage in amounts not less than one million dollars (\$1,000,000.00) per occurrence and two million dollars (\$2,000,000.00) annual aggregate, with insurance carriers approved by the County. If such coverage is provided on a claims-made basis, then such insurance shall continue throughout the term and upon the termination or expiration of the MMSP Agreement, the event organizer will need to purchase tail coverage for a period of three years after the termination or expiration of the Agreement (said tail coverage shall be in amounts and type equivalent to the claims-made coverage).
4. The Florida's Sports Coast logo or name must be included in all ads and promotions to be sought for reimbursement.
5. Submit Post Event Report within 70 days of the ending date of the event.



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## APPLICATION PROCESS

### A. Pre-Application Process

1. Review Eligibility & Funding Requirements: Ensure your organization meets the necessary criteria before proceeding with the application.
2. Review Marketing Matching Sponsorship Program timeline
3. Contact Destination Management Organization (DMO) to request digital application
4. Designate a primary point of contact. This person will be responsible for maintaining all records, requesting reimbursement and providing invoices, as well as an event recap and post event report. They will ensure that all guidelines are followed, and all documentation is completed according to deadlines.
5. Schedule a one-on-one session with the DMO to go over the Marketing Matching Sponsorship Program Application and Post Event Report processes. Attendance at this session is mandatory for eligibility for funding. If your organization faces scheduling conflicts and cannot attend, please notify the DMO at least one week in advance. Failure to attend without prior communication may jeopardize your eligibility.
6. MMSP Policy Acknowledgment Form: Prior to submitting your application, ensure that a representative from your organization completes and signs the MMSP Policy Acknowledgment Form. This form confirms your understanding of the MMSP program guidelines and your commitment to comply with them.

### B. Application Process

1. Complete the Marketing Matching Sponsorship Program Application (**Attachment 1**) in its entirety and submit it by the provided deadline. All applications must be submitted using the fillable forms. Late or incomplete applications will not be considered. The DMO will take a minimum of 30 days to review the application and complete the internal processes.
2. Throughout the process, DMO will contact you to discuss further details of eligibility.
3. All applicants will be required to submit the event marketing plan. Use Marketing Plan Form (**Attachment 2**) including ad sizes, placement, publish date, location, etc. Each advertisement needs to specify whether the expenditure will be sought for reimbursement or used as matching promotions (Please see Section C1 for further information about matching promotions).
4. Please note that marketing expenditures sought for reimbursement must be targeted out of Pasco County.
5. The DMO will approve marketing expenditures and promotions to be eligible for reimbursement under this Program as well as matching promotions.
6. Submit a 5-slide Power Point presentation at least 10 days prior to the Tourist Development Council (TDC) meeting.
7. The DMO will recommend funding based on the out-of-Pasco-County marketing plan, which will be reviewed by the Tourist Development Council before final approval from the County.
8. All applicants shall present their MMSP requests and marketing plans to the Tourist Development Council at the selected meeting.





## MARKETING MATCHING SPONSORSHIP PROGRAM

### C. Pre-Event

1. Request copy of the Florida's Sports Coast Brand Guidelines.
2. The Florida's Sports Coast logo or name must be included in all ads and promotions to be sought for reimbursement.
3. At least 60 days prior to the event and 10 calendar days prior to the art/script/video deadlines (deadlines should be provided by your advertising or marketing vendor), submit copy of the art to the DMO for its approval.
4. Any changes to the marketing plan approved by the TDC must be approved by the DMO, otherwise the new promotions won't be eligible for reimbursement.
5. Permitting: Each organization will be required to obtain a temporary event permit through the county or municipality the event is going to be held.
6. Certificate of Liability: The event organizer needs to obtain and maintain occurrence-type general liability insurance coverage in amounts not less than one million dollars (\$1,000,000.00) per occurrence and two million dollars (\$2,000,000.00) annual aggregate, with insurance carriers approved by the County. If such coverage is provided on a claims-made basis, then such insurance shall continue throughout the term and upon the termination or expiration of the MMSP Agreement, the event organizer will need to purchase tail coverage for a period of three years after the termination or expiration of the Agreement (said tail coverage shall be in amounts and type equivalent to the claims-made coverage).

### D. Post-Event

1. Within seventy (70) days after the ending date of the event the organization must submit a complete Post Event Report.
2. The Post Event Report must contain copy of advertisement(s), paid invoices to promotional/marketing vendors and copy of cleared check or bank statements showing payment of those promotions for which reimbursement is sought.
3. Applicant must match the funding amount, with a dollar-for-dollar match and/or in-kind promotions for event related marketing expenditures. Applicant is allowed to use its matching dollars and/or in-kind contributions to promote the Event in Pasco County.
4. Failure to comply with the requirements of this section shall render the event ineligible for reimbursement.
5. Submit Room Block Reports and/or the Certified Room Night form, Etc.
6. Submit promotional value to Pasco County; i.e., press/media coverage, newspaper, on-air, social media, magazine, etc.
7. Marketing expenditures to be reimbursed must comply with terms of the Marketing Matching Sponsorship Program, including but not limited to execution of the marketing plan outlined in the Funding Requirements section of the agreement.



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# MARKETING MATCHING SPONSORSHIP PROGRAM

## TIMELINE

Schedule	Date/Deadline	Place
Application cycle opens	May 17, 2024	<a href="http://www.FLSportsCoast.com">www.FLSportsCoast.com</a> <a href="mailto:kkgetz@FLSportsCoast.com">kkgetz@FLSportsCoast.com</a> <a href="mailto:mbogdanoff@FLSportsCoast.com">mbogdanoff@FLSportsCoast.com</a>
Mandatory One-on-One session by	June 12, 2024	Location TBD
Deadline for questions	June 19, 2024	<a href="mailto:kkgetz@FLSportsCoast.com">kkgetz@FLSportsCoast.com</a> <a href="mailto:mbogdanoff@FLSportsCoast.com">mbogdanoff@FLSportsCoast.com</a>
Application is due	July 5, 20234	<a href="mailto:kkgetz@FLSportsCoast.com">kkgetz@FLSportsCoast.com</a> <a href="mailto:mbogdanoff@FLSportsCoast.com">mbogdanoff@FLSportsCoast.com</a>
5-Slide Power Point Presentation	August 3, 2024	<a href="mailto:kkgetz@FLSportsCoast.com">kkgetz@FLSportsCoast.com</a> <a href="mailto:mbogdanoff@FLSportsCoast.com">mbogdanoff@FLSportsCoast.com</a>
Presentation to the TDC	August 20, 2024	West Pasco Government Center



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## MARKETING MATCHING SPONSORSHIP PROGRAM

### APPLICATION PROCESS CHECKLIST

- Review Marketing Matching Sponsorship Program (MMSP) Eligibility & Funding Requirements
- Review MMSP Application Process
- Review FY 2025 MMSP Timeline
- Contact Destination Management Organization (DMO) to request digital application
- Designate a primary point of contact
- Attend mandatory MMSP workshop
- Sign off MMSP Policy Acknowledgment Form
- Submit questions by the provided deadline
- Complete the MMSP Application in its entirety and submit it by the provided deadline
- Fill out Marketing Plan Form in its entirety and submit it along with the MMSP Application
- Submit Power Point presentation by the provided deadline
- Present MMSP request to Tourist Development Council



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# MARKETING MATCHING SPONSORSHIP PROGRAM

Attachment 1

## Marketing Matching Sponsorship Program Application

### A. APPLICANT INFORMATION:

<b>Organization:</b>			
<b>Primary Point of Contact:</b>			
<b>Address:</b>	<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>
<b>Phone:</b>	<b>Cellphone:</b>		
<b>Email Address:</b>	<b>Organization Website:</b>		

### B. EVENT INFORMATION:

<b>Event Name:</b>			
<b>Event Dates:</b>	<b>Location:</b>		
<b>Venue:</b>	<b>Address:</b>	<b>State:</b>	<b>Zip Code:</b>
<b>Event website:</b>	<b>Social Media:</b>		
<b>When the event was established?</b>	<b>Is this a ticketed event?</b>		
<b>Audience (adults only, adults and children, hobby specific, etc.):</b>			

### C. EVENT DESCRIPTION:

1. Please provide in a separate sheet the event description including event history, locations where the event has been hosted in the past and any other relevant information about the event.
2. Please attach a detailed event plan: schedules, special events, entertainment line-up, etc.

### D. MARKETING PLAN:

In order to be eligible for reimbursement, all marketing efforts must be targeted outside of Pasco County. The Destination Management Organization (DMO) will approve marketing expenditures and promotions to be eligible for reimbursement under this Program as well as matching promotions.

Please fill out the **Marketing Plan Form** attached to the application with a detailed breakdown and timeline of the Special Event Marketing Plan, including the following: ad sizes, placement, publish date, location, etc.



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# Marketing Matching Sponsorship Program Application

E. ESTIMATED ECONOMIC IMPACT:	
Anticipated No. of attendees:	
% of local attendees:	% of overnight visitors
Are you working with a host hotel?	If yes, which hotel?
No. of rooms blocked for the event:	Room Rate:
Additional hotels:	
Do you need logistic assistance from the DMO to secure host hotels?	

### F. FUNDING REQUIREMENTS:

1. Is your event taking place between October 1, 2024 and September 30, 2025? Yes \_\_\_ No \_\_\_  
If not, please contact the DMO to further details about next Fiscal Year application cycle.
2. Did you attend the mandatory Marketing Matching Sponsorship Program workshop or one-on-one training session with the DMO? Yes \_\_\_ No \_\_\_  
If yes, please attached the certification. If not, your organization is not eligible for this program. Please contact the DMO to get further details about next Fiscal Year application cycle.

**Please note:** Eligibility is determined by the Destination Management Organization and the Tourist Development Council. All funding is discretionary based on completed internal review of applications, attachments and post event reports.

In order to receive the funding under this program, the recipient must match the Sponsorship amount with a dollar-for-dollar match and/or in-kind goods or services for event related marketing expenditures. In-kind goods or services must be provided by third party entities. **APPLICATION**

#### COMPLETED BY:

Name:

Title:

Date:



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Attachment 2

## MARKETING PLAN FORM

1. Publication	Ad 1	Ad 2	Ad 3	Ad 4	Ad 5
2. Kind of Promotion					
3. Promotion description					
4. Location					
5. Total Value \$					
6. Paid Promotion \$					
7. In-Kind Contribution \$					
8. Reimbursable or Matching Promotion					

**Instructions:**

- 1. Publication:** Promotion Vendor i.e. Tampa Bay Times, HITS106, Facebook, etc.
- 2. Type of Promotion:** Digital, print, radio ad, video, etc.
- 3. Promotion Description:**
  - a. For digital ads: Size of the ad, ad placement, duration of the digital promotion (one week, month, etc).
  - b. For print ads: Size of the ad, ad placement, how many magazines /newspaper will be printed, frequency (one time, bi-weekly, monthly, weekends, etc).
  - c. For video promotions: length of the video, frequency, and how many times it will be aired.
  - d. For radio ads: length of the radio ad, frequency, and how many times it will be aired.
  - e. For social media: Size of the ad, ad placement, duration of the digital promotion (one week, month, etc).
- 4. Location:** Target audience and location. i.e. social media ad targeting people between 21-45 years old in Orlando, Daytona, etc.; magazine will be distributed in South Florida.
- 5. Total Value:** Please include the promotion value including in-kind contributions.
- 6. Paid Promotion:** Please specify the amount that you will need to pay for the promotion
- 7. In-Kind:** Please specify the in-kind contribution that you will receive from the marketing vendor
- 8. Reimbursable or Matching Promotion:** Please specify whether you intent to use the ad as an eligible expenditure or as a matching promotion.

