



## EVENT SPONSORSHIP REQUEST FORM

**Sponsorship forms Deadline – March 11, 2020**

***Event must take place in fiscal year 2020/21 (October 1, 2020 to September 30, 2021) and be open to the public***

*Sponsorship of a tourism related event from the SRC TDO is intended to extend advertising support for events that have a history of positively impacting overnight stays and/or day trips for visitors while highlighting a local sporting, cultural, recreational, entertainment or educational goal linked to the marketing goals of the TDO. **Funding may only be used for advertising, promotion, marketing, program expenses, media buys, production and technical expenses, site fees/costs.** Funds are accessed post event as a reimbursement for advertising expense supported by ad placement receipts.*

Name of Event:

Date of Event:

Organization Name:

Contact Person:

Address:

Phone:

Email:

How many projected attendees?

Describe in detail economic impact and revenue generated:

Describe the desired or expected outcome of the event (amount of money raised, size of audience, # tickets sold, etc.):

Has your organization received a sponsorship in the past from the Tourist Development Office? \_\_\_\_\_

If Yes, how many years: \_\_\_\_\_

**Please return this form to the attention of Nicole Dees – via email to [NicoleD@santarosa.fl.gov](mailto:NicoleD@santarosa.fl.gov), via mail to: Santa Rosa County Tourist Development Office, 8543 Navarre Parkway, Navarre FL 32566, via Fax to: 850-981-8903 or via drop off at the front desk.**

## Santa Rosa County TDO sponsorship policies

- A. Allowable expenses shall include advertising, promotion, marketing, program expenses (IE – entertainment), media buys, production and technical expenses (IE – sound equipment, portable stage), site fees/costs, rights fees and sanctions fees.
- B. Recognition of the Santa Rosa County Tourist Development office must be observed in the following ways:
1. It is the responsibility of the sponsorship awardee to obtain the TDO provided “Navarre Beach, Florida’s Most Relaxing Place” Banner and to prominently display the banner at the event. The banners are available for pick-up at the Santa Rosa Tourist Development Office, 8543 Navarre Parkway, Navarre FL 32566. Proof of banner placement is required with a photo. Sponsorship awardee is responsible for returning the banner.
  2. Exhibition space and comp event tickets be provided to the TDO for Public Relationship purposes.
  3. The use of the TDO Logo “Navarre Beach, Florida’s Most Relaxing Place”; along with the website link [www.getrelaxing.com](http://www.getrelaxing.com) and social media handle #relaxinnavarre (Instagram) / @relaxinnavarre (Facebook, Twitter, Instagram) is required on all Ad/materials and social media platform posts. Social Media platforms include Facebook, Instagram, Twitter and Pinterest. Proof of use is required in the form of screenshots or tear-sheets.
- C. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of the cleared checks, credit card receipt, or bank statement. Cash receipts can be accepted for reimbursements; however, sponsorship recipient is strongly encouraged to use a check or credit card. If a check is used, a copy of both the front and back of the canceled check is required. No acceptance of credits on invoices.
- D. Event reimbursement must be submitted with in 90 days after the event has occurred to receive funding. Sponsorship funding is void after the 90 days period, unless an exception is giving by the Tourist Development Director.
- E. Any Funds granted will be subject to an audit by the Santa Rosa County Auditor.

### Reimbursement Checklist

- Invoice from your organization to Santa Rosa County Tourist Development Office
- W-9 Form
- Proof of Performance (e.g. Itemized vendor Invoices, receipts)
- Proof of Payment (e.g. front and back of cleared check, credit card receipt, bank statement)
- Proof of recognition of Santa Rosa County Tourist Development Office (Use of logo “Navarre Beach, Florida’s Most Relaxing Place, website, social media, ads, tear-sheets, screen shots)