



EVENT SPONSORSHIP REQUEST FORM

Sponsorship forms Deadline – March 4, 2022

Event must take place in fiscal year 2022/23 (October 1, 2022 to September 30, 2023) 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, 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 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)



Fiscal Year 2022-23 AGENCY REQUEST FORM

All agencies requesting funding from Santa Rosa County must submit all of the following information and complete the attached form. Failure to submit all of the required information or to complete the form will remove your organization from consideration for funding. Please submit the requested information and this form to:

Santa Rosa County Board of County Commissioners
Office of Management & Budget
6495 Caroline Street, Suite L
Milton, Florida 32570

Please submit:

- A copy of your organization's 2020 or 2021 tax return.
- A letter of determination from the IRS confirming your organization's federally tax exempt status.

Agency Name:

Agency Address:

Program Name:

Program Contact:

Contact Email:

Contact Phone:

25-Word Description of Program:

Amount Requested:

Amount Received Last Year, if applicable:



Fiscal Year 2022-23 AGENCY REQUEST FORM

Briefly discuss how last year's funds were used. If no funds were received last year, please mark N/A.

Briefly discuss how the funding you are currently requesting will be used.

If Santa Rosa County funding can only fund a portion of your request, how will you offset the difference?



Fiscal Year 2022-23 AGENCY REQUEST FORM

If the funding you are applying for can be used as a match for other funding, please provide the details below and include the amount and match ratio:

Please list the primary goal(s) that this program is targeting. Maximum of three.

For example, "reduce homelessness in Santa Rosa County"

Please list the performance measure(s) by which your organization will measure the success of your program. Maximum of three.

For example, "number of families successfully transitioned into permanent housing and stabilized for 6 months utilizing County funding."

Please list the baseline statistics for the performance measure(s). Maximum of three.

For example, "number of families successfully transitioned into permanent housing and stabilized for 6 months in previous fiscal year."



Fiscal Year 2022-23 AGENCY REQUEST FORM

BUDGET

Please fill out the requested information in its entirety for the program for which you are requesting funding. It is not necessary to fill out information for the agency as a whole; only for the program for which funding is requested. If this is a new program you are not required to complete the information for the previous budget year.

Income

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Contributions from Private Sources			
Programmatic Income			
County Funding			
City Funding			
State Funding			
Federal Funding			
Memberships			
Investment Income			
Other Income			
Total Income			



Fiscal Year 2022-23 AGENCY REQUEST FORM

Expenses

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Total Staffing			
Salaries and Wages			
Employee Benefits			
Professional Services			
Contractual Services			
Travel Expenses			
Rentals and Leases			
Communication			
Postage and Freight			
Repair and Maintenance			
Printing and Binding			
Marketing and Promotion			
Fuel			



Fiscal Year 2022-23 AGENCY REQUEST FORM

Expenses (cont.)

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Supplies			
Capitalizable Assets			
Total Expenses			
Net Income			

Please explain any capitalizable asset contained in your request.