

# SPORTS EVENT SPONSORSHIP PROGRAM GUIDELINES

## (Category A)

### **PURPOSE**

This document sets forth the guidelines for Sports Event funding from Tourist Development Taxes. Submissions & RFP'S will be accepted from organizations that will sponsor and promote sporting events held in Putnam County that bring substantial numbers of overnight visitors to the County.

### **INTRODUCTION**

Putnam County implemented and imposed a Tourist Development Plan in 1992. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the Putnam Board of County Commissioners. Florida Statute 125.0104 is the enabling legislation for the Tourist Development Tax. The Putnam County Board of County Commissioners created the Tourist Development Council by Ordinance 92-21.

The TDC Category A funding program is permitted under state statutes as a means of advertising and promoting tourism to Putnam County. Funding is to be used for presenting high quality amateur or professional athletic events that will attract overnight visitors, and to advertise and promote these events. Below are the priority considerations the TDC will look for when evaluating sports funding requests.

1. Economic Benefit. Focus will be on the total number of out of county participants and spectators and the length of their stay.
2. Dates of the Event. Priority consideration will be given to events held during periods of lower occupancy.
3. Duration of Event. Priority consideration will be given to those with more days/overnight stays in Putnam County.
4. Potential for Future Events. Priority consideration will be given to those event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration will be given to activities that diversify the events held in the county.
6. Event Visibility. Priority consideration will be given to high profile events such as national, state, and regional Championships.

### **PROGRAM**

**Eligible Events** – An eligible athletic event consists of game(s), exhibitions(s), tournament(s) and other sports-related events planned, promoted and held in Putnam County. ***If event does not take place on the date and at the venue approved by the TDC, applicant must come back to the TDC Council (prior to event) for funding approval on changes.***

**Objective** – To attract high quality amateur and professional sporting events which, in turn, advance and promote tourism and enhance the quality of life in Putnam County through events.

**Process** – Award funding for reimbursement for qualified sports events to organizers with a proven ability to present and promote quality sports events in cooperation with the tourism industry. Funding is made after completion of the event and submission of final event report which includes room night verification and economic impact statement (forms attached). Sponsorship payment is not contingent upon the number of room nights but upon submission of required information.

## **PROCEDURES**

The TDC Coordinator will review all requests to determine if they meet the established criteria for funding. Only those requests that will have a substantial economic impact on the county from visitors and meet the criteria for consideration will be presented to the TDC. The TDC Coordinator will notify requestors if their request will not be considered by the TDC.

Recommendations of the Tourist Development Council will be presented to the Putnam County Board of County Commissioners at the next scheduled meeting. All applicants are invited and encouraged to attend the TDC review meeting (see attached schedule).

After the request has been processed and approved by the Board of County Commissioners, the TDC staff will notify all applicants of final approval and funding amount. This notification and the original request form shall constitute the contract.

All material submitted by applicant will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

Requests must be received for review before the deadlines (see attached schedule). Late, incomplete or altered forms will not be accepted. Two hard copies and one electronic (flash drive or email) submission must be received by the TDC c/o Putnam County Chamber prior to the deadline.\* Please submit request form only, do not submit instructions. Proof of insurance listing Putnam County TDC and the Putnam County Board of County Commissioners as an additional insured and as certificate holders with a minimum liability coverage of \$2,000,000 must be submitted prior to your event. TDC Logo must be used on all advertising for which TDC funds are used. Mail or Deliver request form to: Putnam County TDC c/o Putnam County Chamber 1100 Reid Street, Palatka, FL 32177. For more information call the Julie Linton at 386-328-1503 or email [tourism@pccofo.com](mailto:tourism@pccofo.com).

\*It is the responsibility of applicant to confirm receipt of all email and postal submissions.



(Color and black & white versions of TDC logo available.)

# SPORTS EVENT GRANT FORM

Event Name \_\_\_\_\_

Sport \_\_\_\_\_

Host Organization \_\_\_\_\_

Federal Tax Identification Number \_\_\_\_\_

Date(s) of Event \_\_\_\_\_ Location of Event \_\_\_\_\_

Facility(ies) \_\_\_\_\_

Have you secured facility(ies)? \_\_\_\_\_

Completed facility application (if any)? \_\_\_\_\_

Primary Contact Person \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Email Address \_\_\_\_\_

Secondary Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Organization or Event Website \_\_\_\_\_

#Teams \_\_\_\_\_ #Individual Competitors \_\_\_\_\_

#Coaches \_\_\_\_\_ #Spectators \_\_\_\_\_

Description of Participants (Team names, geographic or qualifying criteria)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Description of secured media coverage (Please indicate which media has committed to providing coverage and media coverage for which you are paying a fee)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Requested \$ \_\_\_\_\_

# SPORTS EVENT ECONOMIC IMPACT STATEMENT

(Economic Impact Statement and Hotel Certification must be completed and submitted after the event has occurred before funds will be released)

Event Name \_\_\_\_\_

Reporting Date \_\_\_\_\_

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Number of Competitors \_\_\_\_\_ Length of Stay \_\_\_\_\_

Number of Officials/Staff \_\_\_\_\_ Length of Stay \_\_\_\_\_

Number of Spectators \_\_\_\_\_ Length of Stay \_\_\_\_\_

Group Meals/Banquets paid for by Organizer \$ \_\_\_\_\_

Please explain \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Properties you utilized \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Event related expenditures in Putnam County

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

•Please attach any post event/visitor research or survey conducted with event.

# HOTEL ROOM NIGHT CERTIFICATION

(To be completed by hotel/motel manager. Make copies for additional properties.)

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Putnam County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location:

\_\_\_\_\_

TRACKED ROOM NIGHTS							
GROUP NAME							
EVENT/FESTIVAL NAME							
DATE							
PAID ROOM NIGHTS							
COMP ROOM NIGHTS							

Please provide any comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Hotel/Motel Representative Signature:

\_\_\_\_\_

*(I certify the organization/event listed above utilized the reported room nights).*

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Putnam County Chamber of Commerce (386) 328-1503.