



LOCAL EVENT SPONSORSHIP APPLICATION DEADLINE: MARCH 3, 2025

Event must take place in fiscal year 2025/2026 (October 1, 2025, to September 30, 2026) and be open to the public

PURPOSE

Sponsorship of a tourism related event from the SRC Tourist Development Office (TDO) is intended to extend advertising support for events that positively impact 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 supported by ad placement receipts.

DEFINITION OF A TOURIST

“Tourist” means a person who participates in trade or recreation activities outside the county of his or her permanent residence. The key is that the tourist is defined by where the person lives. This means that tourism promotion does not include promotion of events inside a county to residents of that county unless the residents would be expected to rent transient accommodations within the county for the event.

AUTHORIZATION

The Tourist Development Office will set aside a portion of the overall annual budget as a budgeted line item to fund local event marketing applications approved as part of the County’s annual budget process.

For the 2025-2026 sponsorship cycle, applications will be available January 24, 2025 and must be submitted by March 3, 2025.

FUNDING ELIGIBILITY

The intent of the sponsorship program is to provide funding assistance for events that affect overnight visitors to Santa Rosa County impacting commercial lodging industry, hotels, campgrounds, condominiums, as well as restaurants, retail establishments and other businesses. To be considered for funding the following criteria must be established:

1. Each application must be submitted with a signed Certification and Compliance page.
2. The event must have the potential to bring or have had history of bringing out of town visitors.
3. Applicant must provide a marketing/promotion plan and detailed budget for event.
4. Advertising and marketing must occur 100% out-of-market (i.e. outside of the tri-county region.)
5. Applicant must provide a detailed budget and post event profit and loss statement.
6. The event must use commercial lodging establishments within Santa Rosa County.
7. Maximum number of years for a sponsorship for one event is three (3) unless the TDC BOD, Tourist Development Director, and SRC BOCC recommend continuation with additional years. It is goal that the events become self-sustaining and build partnerships and/or corporate sponsorships.
8. The recommended maximum request is not to exceed \$5,000.
9. Each applicant cannot be awarded more than requested but may receive less than requested.

TIMELINE

Sponsorship Cycle Opens	January 24, 2025
Deadline for Application Submittal	March 3, 2025
Review and Approval by TDC Board of Directors	March 20, 2025
Final Review/Approval by TDO Director and SRC BOCC	TBD

Approved project funding will be reimbursed after event occurs, and expenses are documented and verified.

Please note that virtually all documents provided to the Santa Rosa County TDO are public record and will be made available to the public and media on request.

SANTA ROSA COUNTY TDO EVENT SPONSORSHIP POLICIES

A) Funds are intended to supplement the sponsoring organization's budget.

B) Funding is not intended to support administrative costs, security costs or non-public events. Funding is intended to support marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and or exhibits.

C) All advertisements and marketing materials (print and digital) must be approved by the Tourist Development Office before being distributed to the public. We strive to keep all events organized in Santa Rosa County in a unified brand position for the consumer. If event is found to be advertising and using our logo/brand in any of their marketing materials unauthorized, they will not be eligible for reimbursement of funds. Send advertising and marketing collateral to GuyS@santarosa.fl.gov for approval.

D) Sponsorship applications will be received during the advertised cycle. One application will be accepted per event, per fiscal year.

E) Events must be open to the public, and must have as one of its main purposes, the attraction of overnight visitors to Santa Rosa County.

F) 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, check or credit card receipts are strongly encouraged. 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.**

G) To be eligible for payment, a completed Post-Event Report must be submitted within 90 days of the event and a post event presentation given to the TDC Board of Directors. The report must include tracking statistics regarding out-of-town visitors, zip codes and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete post-event report will result in disqualification for support if the event occurs near the end of the fiscal year, request for reimbursement must be received by September 15, 2025.

1. It is the responsibility of the grantee to notify the Tourist Development Office to be placed on an upcoming Tourist Development Council Board of Directors Meeting to present their Post Event Report. Please contact Linda Tutt at LindaT@santarosa.fl.gov or call 850-981-8900.

2. Should an event use registration procedure, event organizers are encouraged to use the "Local Event Marketing Funding Participant Registration Roster" provided in this packet as part of their post event report.

3. Sponsorship recipients must collect 200+ zip codes from event attendees.

H) Any funds granted will be subject to an audit by the Santa Rosa County auditor.

I) Funding recipients shall work with Tourist Development Office staff to enhance joint attendance stimulation outreach efforts. Such efforts include, but are not limited to, promotional booth set up, social media, public relations and publicity initiatives, webpage links and landing pages, lodging facility reservation channels, and joint photography and video.

J) The TDO may choose to lend assistance or administer sponsorship funds approved in the form of advertising, public relations, promotions, or research programs through its respective agency of record on behalf of the applicant.

RECOGNITION OF THE SANTA ROSA COUNTY TOURIST DEVELOPMENT OFFICE AND USAGE OF THE NAVARRE BEACH BRAND

Recognition of the Santa Rosa County Tourist Development Office must be included where appropriate on all printed and digital material and referred to in public relations activities.

If the Santa Rosa County Tourist Development Office is the largest monetary donor for your event, then the TDO must be listed as a title sponsor, co-host or co-sponsor. The Navarre Beach logo will appear prominently and cohesively alongside the logo of the event. If the TDO is not the largest monetary contributor, the Navarre Beach logo must be displayed prominently at your event.



**The official logo of the Navarre Beach brand. Please use this logo on all marketing materials.
The logo should not be altered in any way.**

The use of the Santa Rosa County Tourist Development Office's logo "Navarre Beach, Florida's Most Relaxing Place" along with the website link www.getrelaxing.com and social media hashtag #relaxinnavarre (Instagram) / @relaxinnavarre (Facebook, X and Instagram) are required on all event marketing materials (printed, audio, broadcast, online) and may not be altered in any way. Radio advertisements may include the tag line "Sponsored in part by the Santa Rosa County Tourist Development Office" in lieu of mentioning the web address. Santa Rosa County Tourist Development Office logo is available at the time funding is awarded and is the responsibility of the grantee to obtain. Please contact Guy Stevens at GuyS@santarosa.fl.gov or call 850-981-8900 for more information.

SOCIAL MEDIA HANDLES

#Relaxinnavarre - the official hashtag of the Navarre Beach brand. Please use this hashtag when posting on social media.

@Relaxinnavarre - the official social media account of the SRC TDO. Please tag this account when posting on social media.

ALLOWABLE EXPENSES

Promotion, marketing, programming expenses, paid advertising and media buys.

- 1. Production and technical expenses, site fees/costs (contract help, entertainment), rights fees, sanction fees.**
- 2. Print – May include production, talent fees, design, creative, or media costs.**

Examples of proof of performance may include insertion order or print tear-sheet. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- 3. Online – May include production, talent fees, design, creative, or media costs.**

Examples of proof of performance may include insertion order, banner ad screen shot, website screenshot, website analytics report, or search engine optimization report. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- 4. Television and Radio – May include production, talent fees, design, creative, or media costs.**

Examples of proof of performance may include insertion order, DVD, or CD ad copy, run schedule, or station affidavit. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa County). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- 5. Direct Mail – May include production, talent fees, design, creative, or media costs.**

Examples of proof of performance may include printing order, product sample, or postage receipt. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa County). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- 6. Direct Sales – May include phone call, email, or personal contact. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa County).**

Examples of proof of performance may include phone record, email message, contact list, promotional material, registration fee, or travel documentation. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- 7. Santa Rosa County Tourist Development Office-Branded Promotional Items and Prizes – May include t-shirts, hats, beach towels, or trophies. Proof of performance includes a copy of the item itself.**

Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment. Promotional items and prizes purchased with local event marketing funds are not permitted for resale and must include the Santa Rosa County Tourist Development Office logo prominently displayed.

UNALLOWABLE EXPENSES

- General and administrative expenses (security, traffic assistance, clean up, etc.)
- Building, renovating and/or remodeling expenses
- Permanent equipment purchases
- Debts incurred prior to sponsorship requests
- Alcoholic beverages
- Donations to any person/entity/organization in any form of payment
- Scholarships
- Travel expenses including lodging, hospitality, food or social functions



LOCAL EVENT SPONSORSHIP APPLICATION

Deadline – Monday, March 3, 2025

Event must take place in fiscal year 2024/25 (October 1, 2024 to September 30, 2025) and be open to the public.

Sponsorship of a tourism related event from the Santa Rosa County (SRC) Tourist Development Office (TDO) is intended to extend advertising support for events that positively impact overnight stays 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 and site fees/costs. Funds are accessed post event as a reimbursement for advertising expenses supported by ad placement receipts.

Name of Event: _____ Date of Event: _____

Organization Name: _____ Contact Name: _____

Address: _____

Phone: _____ E-mail: _____

Organization's IRS Tax Status: _____

How many projected attendees? _____

Has your organization received a sponsorship in the past from the TDO? Yes No

If yes, how much and how many years? _____ Total Amount Requested (max. \$5,000): _____

Describe, in detail, the economic impact and revenue generated:

Application Timeline	
Cycle Open	Jan. 24
Application Deadline	Mar. 3
TDC Review & Approval	Mar. 20
BOCC Approval	TBD

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

What are the goals and objectives for the event applied for?

How will the effectiveness of the event be measured?

How will the event benefit tourism in Santa Rosa County?

What are the demographics of your target attendee (i.e. families, professionals, youth, etc., plus other demographic information.):

Anticipated number of vendors: _____

Visitor data collection is mandatory. How will data be collected for reporting purposes?

BED TAX CALCULATOR: Use this formula to list the estimated Bed Tax the event will generate.

Estimated Number
of Visitor Rooms _____
X
Estimated Number
of Nights _____
X
Estimated Room
Rate per Night _____
= _____

Use the following estimated rental rates to calculate bed taxes:

- Spring (March 1 – Memorial Day): \$151 per night
- Summer (Memorial Day – Labor Day): \$188 per night
- Fall (Aug. 31 – Nov. 1): \$118 per night
- Winter (Nov. 1 – Mar. 1): \$95 per night

**Estimated Total Bed
Tax Collected**

x .05 _____

PRIOR YEAR FINAL BUDGET (IF APPLICABLE)

INCOME SOURCES	INCOME GENERATED
Entry Fees (participants)	_____
Admissions (spectators)	_____
Sales (merchandise, etc.)	_____
Sponsorships	_____
Other	_____
Local Event Marketing Funding	_____
TOTAL INCOME	\$ _____

EXPENSES	EXPENSE AMOUNT
Contracted Officials	_____
Operations	_____
Rentals & Equipment	_____
Food & Beverage	_____
Merchandise for Sale	_____
Souvenirs & Giveaways	_____
Print Marketing	_____
Online Marketing	_____
Television Marketing	_____
Radio Marketing	_____
Direct Mail Marketing	_____
Direct Sales Marketing	_____
SRC TDO Branded Promo Items/Prizes	_____
Site Fees	_____
Sanction Fees	_____
Concert/Performance Fees	_____
Other	_____
TOTAL EXPENSES	\$ _____

ESTIMATED BUDGET FOR THIS YEAR'S EVENT

INCOME SOURCES	INCOME GENERATED
Entry Fees (participants)	_____
Admissions (spectators)	_____
Sales (merchandise, etc.)	_____
Sponsorships	_____
Other	_____
Local Event Marketing Funding	_____
TOTAL INCOME	\$ _____

EXPENSES	EXPENSE AMOUNT
Contracted Officials	_____
Operations	_____
Rentals & Equipment	_____
Food & Beverage	_____
Merchandise for Sale	_____
Souvenirs & Giveaways	_____
Print Marketing	_____
Online Marketing	_____
Television Marketing	_____
Radio Marketing	_____
Direct Mail Marketing	_____
Direct Sales Marketing	_____
SRC TDO Branded Promo Items/Prizes	_____
Site Fees	_____
Sanction Fees	_____
Concert/Performance Fees	_____
Other	_____
TOTAL EXPENSES	\$ _____

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County Tourism Development Council (TDC) sponsorship program and will abide by all legal, financial and reporting requirements as a condition of receiving sponsorship funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: _____

Organization: _____

Signature: _____ Date: _____

STOP! Be sure to complete the following items before submitting the application. Incomplete applications will not be accepted.

Completed application

Signed certification and compliance form

Copy of event license (if any)

Copy of event permit (if any)

Copy of event insurance (if any)

Copy of liability insurance

Prior Year Final Budget Form

Prior Year Event Sponsorship Form

Anticipated budget, including detailed expenses and revenue

Agency Request Form

Please return the original Application and the Certification & Compliance Page by 4 p.m. Friday, March 3, 2025 to:

Santa Rosa County Tourist Development Office
ATTN: Sponsorship Program
8543 Navarre Parkway
Navarre, FL 32566

Event Sponsorship Funding Payment Request

EVENT INFORMATION

Name of Event: _____ Dates of Event: _____

Organization Name: _____

To receive payment for Local Event Marketing Funding, please submit the following:

1. Invoice from your organization to Santa Rosa County.
2. Proof of Performance (e.g., itemized vendor invoice, tear sheet, online screen shot, run schedule, website analytics report) showing out-of-market audience and Navarre Beach, Florida's Most Relaxing Place logo and/or web link.
3. Proof of Payment (e.g., front and back of cleared check, credit card receipt, bank statement.)
4. Verification of Room Nights (e.g., lodging report, registration roster, visitor surveys, ticket sales, zip codes.)
5. Current W-9.

Please provide payment information & the mailing address:

Address: _____

City: _____ State: _____ Zip: _____

AUTHORIZED USES REQUESTED FOR PAYMENT:

APPROVED EXPENSE	AMOUNT
TOTAL (May not exceed total funding as noted on the application.)	\$

MARKETING & PROMOTIONAL ACTIVITIES