

SPORTS SPONSORSHIP GRANT GUIDELINES



Punta Gorda/Englewood Beach Visitor & Convention Bureau (VCB) is committed to the recruitment and development of youth, amateur, collegiate, interscholastic, and professional sports events, tournaments, training, and conventions.

The intent of this sponsorship program is to facilitate and foster the growth of sporting events in Charlotte County and increase visitation, overnight stays, and patronage to restaurants and attractions in our destination, ultimately, generating an economic impact for the County from out-of-county and out-of-state visitors.

SPONSORSHIP FUNDING AVAILABLE

- **Facility Rental Fee** – Sports division will directly reimburse a local facility for the rental charge based upon predetermined amount specified.
- **Sponsorship Buy** – Sports division will agree upon a sponsorship level client will provide. The client will submit an invoice at the agreed upon level of sponsorship for direct payment.
- **Hotel Pickup Sponsorship** – Sponsorship solely based upon proof of total number of hotel rooms utilized. Sponsorship will pay \$3.00 per room used in-season (January 1 – April 30) and \$5.00 per room out-of-season (May 1 – December 31).

(Each program will require the same guidelines/VCB Sports Department will determine which Sponsorship program will be utilized.)

ELIGIBILITY

All sporting organizations and events are eligible. Organizations and events will be evaluated based upon the following criteria:

- Events that will utilize local hotel rooms and generate room nights
- An event that has potential for future growth in Charlotte County
- Events that will create a direct economic impact

APPLICATION PROCESS

1. Complete entire application and submit to the Sports division 90 days prior to your event start date.
2. All lines must be completed.
3. The staff will review the application.
4. The staff will convey the application results to your organization via email within 5 business days. If approved, the email will outline which sponsorship program will be utilized and the sponsorship grant amount awarded.

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FUNDING GUIDELINES

- Funding will be eligible post event for either local facility fees, sponsorship buy, or hotel pickup sponsorship (determined by staff).
- Email from Hotelier or Housing Bureau spreadsheet on their company letterhead as proof of room pickup
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau (VCB) logo MUST be present on marketing/ advertising collateral. Proof of this will need to be sent with the Post-Event Report in order to receive funding.
- Funding is subject to receipt of the Post-Event Report and accurate backup documentation

Backup Documentation Includes:

- Copy of event collateral showing VCB logo and URL
- Screenshot of VCB logo/URL on website or registration page
- Proof of participation (schedules, roster, etc.)
- Housing Bureau Report or calculations on hotel letterhead

ORGANIZATION PRIMARY CONTACT

Each organization receiving funding shall designate one primary point of contact. This person will be responsible for maintaining all records, requesting reimbursement, and providing invoices as well as recap and Post-Event Reports. The designated person will be the point of contact and will ensure that all guidelines are followed, and documentation is completed.

POST-EVENT SPORTS REPORT

Each organization will be required to provide a Post-Event Report in order to receive funding. The report will be due within **30 days** of the completion of the event and must be accompanied with backup documentation. Failure to do so will result in loss of funding for event.