



The Daytona Beach Area CVB (DBACVB) Sports Sales division is under the Halifax Area Advertising Authority (HAAA). The mission of HAAA is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination.

The DBACVB recognizes sports as a major contributor to the overall tourism economy. In order to develop this business, the DBACVB has put in place an Event Funding Program. All requests for funds must receive the recommendation from the CVB Sports Advisory Committee and Halifax Area Advertising Authority Board of Directors. Once a funding amount has been allocated, we will not disburse funds until after the Event has been completed and a post-event economic impact report has been produced.

Application Deadline: Funding applications will be reviewed on a quarterly basis unless alternate accommodations have been made. The amount of funding requested will be a factor in determining the length of this process.

*** EVENTS THAT HAVE ALREADY BEEN CONTRACTED ARE NOT ELIGIBLE FOR FUNDING***

Reimbursement/Accountability

- Within 30 days after the completion of the Event, the organization must submit a Post Event Report, copy of collateral displaying DBACVB logo, invoice for grant funds (addressed to Halifax Area Advertising Authority), and W-9 tax form. After review of the Post Event Report, grant funds will be forwarded to the organization.
- If original awarded amount must be prorated due to major changes in the Event, an updated invoice will be requested with the new award amount.
- The DBACVB will conduct random audits to promote accuracy of attendance and room nights reported in Post Event Report.
- Natural disasters and other incidents that may affect the impact generated by the Event will be considered on a case-by-case basis.

All questions can be directed to: Brandon Little, Sports Business Development Manager,
blittle@daytonabeach.com, 386-255-0415 ext. 138

*Please be advised that completing an application does not guarantee funding.



Applicant Information

Organization Name: _____

Organization Contact: _____

Title: _____ Email: _____

Address: _____

Phone: _____

Funding Amount Requested: _____

Event Information

Event Name: _____

Sport: _____

Event Date(s): _____

Event Start Time: _____ Event Finish Time: _____

Event Website: _____

Brief Event Description (format, qualifying, ages, etc.)

Facility type being utilized for Event:

Total Expected Hotel Rooms: _____

Total Expected Average Nights Stayed: _____

Total Expected Room Nights: _____

Hotel lodging nights: Check-In Date: _____ Check-Out Date: _____

What is the expected # of athletes for the Event? _____

What is the expected # of spectators for the Event? _____



Event History: (most recent, list all locations):

1. Previous Location/Date(s): _____

Out-of-State Participants: _____ # In-State Participants: _____ # Room Nights: _____

Economic Impact (if known): _____

2. Previous Location/Date(s): _____

Out-of-State Participants: _____ # In-State Participants: _____ # Room Nights: _____

Economic Impact (if known): _____

Supporting Materials

1. Please attach RFP.

2. Please attach all planned marketing (media, advertising, etc.), sales, and sponsorship strategies.



Signatures

A. Applicant Signature/ Disclaimer

I, the undersigned, hereby certify that I have read and understand the Policies and Procedures and that the information included with the application is true and correct.

Authorized Signature

Applicant Title

Date

B. DBACVB Representative Signature

Authorized Signature

Title

Date

Please send form to:

Brandon Little, Sports Business Development Manager

Daytona Beach Area CVB

140 South Atlantic Avenue, 5th Floor

Ormond Beach, FL 32176

Work: 386-255-0415 ext. 138

blittle@daytonabeach.com

Recommendations:

DBACVB Sports Advisory Committee approves / denies recommendation for funding.

Halifax Area Advertising Authority approves / denies recommendation for funding.

Signature of HAAA Representative: _____