



# Sports Event Funding

## Guidelines & Procedures



## **Introduction**

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.

DBACVB recognizes sports as a major contributor to the overall tourism economy. To develop this business, DBACVB has put in place a Sports Event Funding Program. Based on the request, funding, whether through a bid fee or funds being offered by the CVB (incentive), may require the recommendation from the CVB Sports Advisory Committee and a vote of approval from Halifax Area Advertising Authority Board of Directors. Once a funding amount has been allocated, DBACVB will not disburse funds until after the event has been completed and a Post-Event Report has been produced.

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

**\*NOTE: EVENTS THAT HAVE ALREADY BEEN CONTRACTED ARE NOT ELIGIBLE FOR FUNDING.\***

### **Event Funding Guidelines/Criteria:**

- All funding will be paid post-event in the form of a check.
- The highest Sports Event Funding consideration will go to events that:
  - Occur during needs periods
  - Generate trackable room nights in the Daytona Beach (Halifax) Area
  - Create positive exposure for the area through the organization's marketing efforts
  - Generate substantial economic impact
- It is at the discretion of the Committee/Board to approve a lesser amount of funding than requested.
- Event cancellation due to extraordinary circumstances may still receive funding at the discretion of DBACVB.
- Applications must be submitted to the Sports Business Development Manager at least two weeks prior to the Sports Committee meeting at which they will be considered.
  - Those dates can be received from the Convention and Visitors Bureau.
- Approved Sports Event Funding is not guaranteed in whole until a Post-Event Report is received and deemed satisfactory. Reporting must be turned in within 60 days of the event's completion.
- Eligible/Allowable Funding Expenses:
  - Promotion, marketing, and programming
  - Paid advertising and media buys
  - Production and technical expenses
  - Site fees/costs (contract labor, rentals, insurance)
  - Rights fees, sanctioning fees, non-monetary
  - Awards/travel
  - Hospitality or social functions

- Ineligible/Disallowable Funding Expenses:
  - General and administrative expenses
  - Building, renovation and/or remodeling
  - Permanent equipment purchases
  - Debts incurred prior to funding
  - Programs which solicit advertising

#### **Application Submittal Procedure:**

- Submit the application prior to deadline noted above (see guidelines.)
- Schedule a meeting with Brandon Little, Sports Business Development Manager at [blittle@daytonabeach.com](mailto:blittle@daytonabeach.com) immediately after submitting the application.
  - NOTE: Application must be received at least 6 months prior to event.
- Present Sports Event Funding application/request, either in person or virtually, at a regularly scheduled meeting of the Sports Advisory Committee.
- If the Committee recommends funding, present the application/request, either in person or virtually, at the next regular meeting of the Halifax Area Advertising Authority (HAAA Board.)

#### **Accountability:**

- Within 60 days of the completion of the event, the organization must submit a Post-Event Report, copy of collateral displaying DBACVB logo, invoice for eligible/allowable funds requested (addressed to Halifax Area Advertising Authority), and a W-9 tax form. After review of the Post-Event Report, funds will be forwarded to the organization.
- If the original awarded amount must be prorated due to major changes in the event, an updated invoice will be requested with the new award amount.
- DBACVB will conduct random audits to promote accuracy of attendance and room nights reported in the 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](mailto:blittle@daytonabeach.com), 386-255-0415 ext. 138

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