



ALACHUA COUNTY BOARD OF COUNTY COMMISSIONERS

ALACHUA COUNTY SPECIAL EVENT SPONSORSHIP APPLICATION

Alachua County Visitors and Convention Bureau
33 North Main Street
Gainesville, Florida 32601

(352) 374-5260



Special Event Sponsorship Application

Purpose

In order to support and enhance Alachua County as a culturally interesting and vibrant destination, the Alachua County Board of County Commissioners has allocated a portion of the Tourist Development Tax revenue to aid in the operations and promotions of events that have, as one of their main purposes, the attraction of tourists as evidenced by the promotion of the event to tourists.

Use of Tourist Development Tax Revenue are set by the state under the Local Option Tourist Development Act, F.S. 125.0104. An eligible event is one that its main purpose for the attraction of tourists as evidenced by the promotion of the activity or event to tourists. A tourist is a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations as provided in the Act.

Application Submission

Applications should be submitted with all requested information. Missing or re-worded questions constitute an incomplete application. Each applicant is responsible for full and complete compliance with all laws, rules and regulations which may be applicable. One (1) original be submitted. It is the complete responsibility of the applicant to compile and package its proposals according to instructions.

Acceptance/Rejection of Applications

Alachua County reserves the right to reject any application which may be considered irregular, show serious omission, or unauthorized alteration of form. Alachua County reserves the right to accept any application in whole or in part, to waive technicalities, or to accept applications which, in the County's judgment, best serve the interests of the County.

Public Records

Upon receipt by the County, applications become public records subject to the provisions Chapter 119 F.S., Florida Public Records Law.

Special Event Definition

A "Special Event" is defined as "a new or existing organized concert, performance, exhibition, festival, or fair which is of interest to the general public and is promoted to tourists." The number and extent of sponsorships is contingent on the availability of funds.

Funding Request Levels

Organizations that meet eligibility criteria may request funding based on 30% of the event budget as verified by the organization's financial documents, up to a maximum of \$20,000. A minimum of 25% of the award must be spent on out-of-county marketing.



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Eligibility

Applicants must fulfill the following at the time of application:

1. Be a legally established entity. Individuals are not eligible.
2. The event, activities and paid lodging accommodations must be within the boundaries of Alachua County.
3. The proposed event has as one of its main purposes the attraction of tourists as evidenced by the promotion of the event to tourists.
4. Applications will not be accepted from organizations who have applied for Tourist Development funding through the Gainesville Sports Commission, Nature and Culture Destination Enhancement Grants, Local Sports Destination Enhancement Grants and Conference Grants in the same year.
5. Applications will not be accepted for organizations to re-grant or provide funding to individuals or organizations.
6. Applications will not be accepted from library districts, public or private schools, school foundations, student groups, colleges or universities.
7. Government entities, municipalities, and CRA's may apply.
8. Entities may not request more than 2 (two) sponsorships per Alachua County fiscal year.

Allowable Expenditures

Event sponsorships are intended to supplement the organization's budget. They are primarily provided for (1) Promotion, marketing and paid advertising/media placed outside of Alachua County, and (2) Event production and technical expenses, site fees/costs.

The sponsorship will not reimburse for the following disallowable expenditures:

1. Salaries, benefits, travel, or expenses of personnel. Artist or performer fees and travel expenses are permissible.
2. Payment of any bills of a personal nature, such as rent, mortgage, utilities, personal vehicles.
3. Real property; capital projects and improvements, including but not limited to new construction, renovation, restoration, installation or replacement of fixtures, and tangible personal property;
4. Interest or reduction of deficits or loans, fines, penalties, or cost of litigation.
5. Expenses incurred or obligated prior to or after funding period.
6. Making payments or reimbursements for goods or services purchased for previous or other events, invoices paid outside of contract period.
7. Advertising, printing, or other expenses that omit the Visit Gainesville, Alachua County, FL logo and/or recognition.
8. Prize money, scholarships, awards, plaques, trophies, certificates, or contributions.
9. Alcohol;
10. Events with estimated attendance below 250 participants.
11. Member-only events, entertainment, food or beverages for private events;
12. Events which are restricted to private or exclusive participation; including camps;
13. Benefits and projects planned primarily for fundraising purposes; including fundraising events, galas, auctions, banquets, golf tournaments and 5K walks/runs. Festivals and large-scale music events that are open to the general public and benefit charitable causes as a secondary purpose are permitted.



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14. Political events; including rallies, speeches or campaign events for candidates or causes;
15. School events; including school fundraisers, student groups and clubs, or events sponsored or planned by colleges and Universities;
16. Events or expenses for activities outside of Alachua County;
17. The County reserves the right to deny funding to any event which it deems is not in the best interest of the County.
18. Discriminatory acts or practices, including discrimination based on race; color; national origin; religion; sex; marital status; age; disability; sexual orientation; gender identify or expression.
19. In accordance with applicable law, the funding provided by way of this program or agreement may not be used in aid of a program or event whose purpose is to promote the religion of the provider, be significantly sectarian in nature, involve religious indoctrination, require participation in religious ritual, or encourage the preference of a religion.
20. Any expenditure not authorized by Alachua County Code of Ordinances.

Out-of-County Marketing

Out of county marketing is defined as advertising, promotion, direct sales, publicity and sales activities that take place and are directly targeted to persons and groups who live outside the boundaries of Alachua County. To qualify for reimbursement, the out-of-county marketing must reach at least 51% of the listeners/readers/viewers from beyond the Alachua County borders, including but not limited to, newspapers, magazines, radio, television, billboards and websites, printing and postage of promotional materials distributed to over 51% out-of-county addresses.

Credit Attribution Requirements

All sponsored activities must include the Visit Gainesville, Alachua County, FL logo and the following statement, "Funded in part by Visit Gainesville, Alachua County" on all promotional event materials, including but not limited to print brochures, flyers, programs, posters, postcards, website, digital, radio, television, billboards, and promotional items.

The County is permitted to take promotional videos and photographs at the event for County purposes, without prior notice of the applicant or event sponsor.

Social Media Promotion Guideline

Guidelines for expenditures on social media. Please include screenshots of the promotions as backup with invoices. Facebook / Twitter / Instagram / YouTube / Other social media outlets: Tag post with "Funded in part by Visit Gainesville, Alachua County, FL" (Text or Logo) and use hashtags #WhyILoveGNV or #WhatsGoodAlachuaCounty

Reimbursement

All funds are available on a reimbursement basis only. Proof of payment; ie: copies of paid invoices, cancelled checks or bank statements and proof of performance; ie: tear sheets, printed samples or other backup documentation must accompany all requests for funds. Reimbursement requests may be submitted on a rolling basis.



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APPLICATION CONTACT PAGE

Requested Amount: \$

Organization Name:

Organization Address:

Contact Name and Phone Number:

Project / Activity Name:

Project / Activity Dates:

Mailing Address:

City:

State:

Zip Code:

Email Address:



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1. **Event Description** Describe the event, including history, purpose, goals, vendors and any additional information that might be relevant to the evaluation of the sponsorship request. *50-75 words, use space below.*

2. **Verified Event Budget** Do not include potential event sponsorship funding in your event budget amount, do not include budget amounts for expenses for events or activities outside Alachua County, do not include organizational budget amounts for expenses unrelated to the production and execution of the event in Alachua County. (Please attach itemized estimated revenues and expenses in the event budget for the Alachua County event.)

Event Budget: \$ _____

30% amount: \$ _____

3. **Estimated Attendance:** _____

Previous Year's Attendance _____



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4. To calculate the funding request, divide the sponsorship request amount by attendance:

Examples:

| | <u>Funding Request</u> | <u>Attendance</u> | <u>Ratio Score</u> | <u>Percent</u> |
|------------|------------------------|-------------------|--------------------|----------------|
| Example 1: | \$10,000 | 2,000 | 5 | 75% |
| Example 2: | \$15,000 | 10,000 | 1.5 | 100% |
| Example 3: | \$5,000 | 5,000 | 1 | 100% |
| Example 4: | \$15,000 | 1,500 | 10 | 50% |
| Example 5: | \$7,500 | 250 | 30 | 25% |

Complete: _____

4.0 and below = Full funding | 4.1 – 9.9 = 75% funding | 10-14.9 = 50% points | 15 and higher = 25% funding

Funding Request Amount _____ (\$20,000 MAX)

5. Describe the event marketing plan, including out-of-county marketing, and how the proposed event will be promoted to tourists. 50-75 words, use space below.



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6. Describe how you will recognize Visit Gainesville, Alachua County in your promotional event materials, marketing and advertising. 50-75 words, use space below.

7. Additional Application Documents

Please attach additional supporting documents, for example sponsorship packages, brochures, programs, reviews, advertising, etc.



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Please initial next to each item below, signifying that you have read and understand the conditions of Sponsorship program.

_____ I attest that all information in the application is accurate and that the events and activities to be considered for funding are in compliance with the Alachua County Code of Ordinances and Event Sponsorship criteria.

_____ I attest that, if awarded, the funding provided by way of this program or agreement will not be used in aid of a program or event whose purpose is to promote the religion of the provider, be significantly sectarian in nature, involve religious indoctrination, require participation in religious ritual, or encourage the preference of a religion.

_____ I attest that, if awarded, the funding will not support or include discriminatory acts or practices, including discrimination based on race; color; national origin; religion; sex; marital status; age; disability; sexual orientation; gender identify or expression.

_____ I will comply with all federal, state and local laws, ordinances, and regulations, including these grant/program requirements. Failure to comply may subject the applicant to loss of funding or removal of participation in this or a future County tourism development tax funded grant/program.

_____ I understand that all printed and/or digital collateral and advertisements must include the Visit Gainesville, Alachua County, FL logo as one of the event sponsors and on any and all advertising/marketing materials, the event website (with link to VisitGainesville.com), programs, and any newsletters or email notifications promoting the event.

_____ I understand that the event will credit Visit Gainesville, Alachua County, FL at the level equal to the award amount. For example, if the award is \$15,000.00 and that is a gold level sponsor, Visit Gainesville Alachua County is to be listed as a gold sponsor.

_____ Tickets for the appropriate level sponsorship must be provided to Visit Gainesville, Alachua County, FL for promotional activities.

_____ I understand that all reporting requirements must be satisfied to receive reimbursement funding.

_____ I understand that the event must be ADA accessible.

_____ I understand that a statement on letterhead that the applicant is a governmental entity or a copy of the Organization's Active Status from Sunbiz.org must be attached to be eligible for funding.

_____ I certify that my event is within the boundaries of Alachua County.

I acknowledge that this application and grant documents submitted to the County, become public records subject to the provisions of Chapter 199, F.S., Florida Public Records Law.

I understand that I should complete and submit the Sponsorship packet at least 2 months prior to the event date.

Signature of Authorizing Official

Signature of Contact Person