

## **J. SPONSORSHIPS**

### **J.100. SPONSORSHIPS**

- 1) Sponsorship is one of the fastest growing forms of marketing in the U.S, and is considered a qualitative medium. Advertising is considered a quantitative medium. Qualitative and quantitative methods are combined for a complementary and cohesive approach. Sponsorship is financial support for an activity that enables the County to promote/heighten brand awareness and differentiate itself from the competition to a target audience.
- 2) The Tourist Development Department is authorized to provide sponsorships. Examples of sponsorships include, but are not limited to:
  - a. Trade Show – e.g. VIP Room, Awards Reception
  - b. Sport Event – e.g. Title Sponsor, Golf Hole Sponsor
  - c. Local Event – e.g. Seafood Festival, Fishing Rodeo
- 3) **Sport Event & Local Event sponsorship requests are due 120 calendar days prior to the event start date** to ensure adequate lead time for TDD staff to properly market the event (e.g. paid media, social media, public relations, website links, lodging facility reservation channels).
- 4) Sport Events & Local Events must be open to the public. Determination of the appropriate sponsorship level (e.g. funding amount) is based on available budget funds and the following factors as appropriate:
  - a. Extent to which event is synonymous with or showcases a unique feature of the destination
  - b. Seasonality
  - c. Target audience (e.g. demographics, geography, reach)
  - d. Success rate (e.g. results from prior year or similar event)
  - e. Ability to document out-of-market attendance through lodging rooms generated

*Note: lodging reports documenting room night pickup associated with the event are required for sponsorship requests over \$20,000. Only room nights subject to the Okaloosa County tourist development tax shall be reported (i.e. located within the sub-county taxing district and not tax-exempt or complimentary).*
- 5) Sponsorship requests shall be presented to the Council for approval. Council members shall adhere to the requirements of Chapter 112, F.S. with respect to conflicts of interest.
- 6) Any contracts or agreements related to sponsorships shall be approved in accordance with section E.200 of this Manual.
- 7) The County recognizes the purpose of sponsorships is typically to raise funds to hold an event and therefore meets the statutory requirement of being essential to tourism promotion and only available if advance payment is made. Sponsorships shall not be considered payment in advance requiring Board approval. Payment may be issued upon receipt of an invoice.
  - a. *If logo'd promotional items for the event are produced with sponsorship funds, Tourist Development Department approval must be obtained in advance of printing/production.*
- 8) Proof of performance shall be the deliverable(s) to which the sponsor is entitled. Proof of performance will be forwarded to the Clerk's office upon completion of the event.
  - a. If complimentary event tickets are provided, tickets shall be used to promote the destination (e.g. generate event publicity, staff attendance for educational purposes, sweepstakes giveaways). A listing of to whom complimentary tickets were given and how used will be provided.