**PROVIDED AS AN EXAMPLE/SAMPLE**

**Pinellas County TDC Elite Event Funding FY23**

**Benefits & Deliverables**

**Exhibit A**

**Event Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (“Event”)**

**Event Dates: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing & Advertising Up To Funding Amount: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Sponsorship Contribution: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**VIK Contribution: (inserted by VSPC)**

**Total Contribution: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

I. VSPC will receive, in exchange for its financial support, the following benefits at no additional charge, except as noted:

1. Official Designation Status
   1. Examples include: Presenting Sponsor, Official Tourism Partner, etc.
   2. N/A if not applicable
2. Marketing & Advertising Benefits
   1. Pursuant to the marketing plan submitted by Event, a copy of which is attached hereto as Exhibit B, VSPC will reimburse Event up to the sum of $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_for pre-Event marketing deliverables upon submittal and acceptance of post-Event proof of performance documentation. Proof of performance shall include 3rd party invoice(s), proof of payment and proofs or samples that match the marketing plan and other such documentation as may be required by VSPC.
3. Sponsorship Benefits
   1. Examples include: Logo placements, program ad space, digital/media benefits (website, social media, email), onsite benefits (display space, signage, P.A. announcements, videoboard commercial spots, speaking opportunity), etc.

II. VSPC will provide the following value in-kind spends related to the Event:

1. Digital & Research
   1. VSPC will provide a website pixel for Event to implement onto its website. The pixel will allow for improved digital retargeting and provide the Event and VSPC robust visitor data, including bookings, visitor demographics and other pertinent booking information. Estimated (inserted by VSPC) value.
   2. VSPC will provide an onsite survey team to collect tourism-related data and information during the Event. VSPC to develop the questionnaire and pay the cost for hiring and training staff as well as any promotional items used to incent participation. Event to provide space and power, if needed, upon request by VSPC and at no charge to VSPC. Estimated (inserted by VSPC) value.