



Application Period

VSPC will accept Elite Event Funding Applications beginning Thursday, April 1, 2021. Deadline for submittal is Friday, April 30, 2021 at 4:00 pm ET.

Application Requirements & Instructions

All applicants seeking funding by the Pinellas County TDC as an Elite Event must strictly adhere to these instructions. An applicant must submit **one (1) "DIGITAL APPLICATION" per the instructions below:**

1. Visit Partners.VisitStPeteClearwater.com/resource/funding-opportunities/elite-event-funding-program.
2. Review all **PROGRAM DOCUMENTATION**, including Program Timeline, Elite Event Funding Guidelines, Application Requirements & Instructions, Standard Funding Agreement and Post-Event Report.
3. Complete the following sections of the application, including uploading the detailed exhibits:
 - a. Section A – General Information
 - i. Upload Exhibit A: Documentation Verifying Organization’s Legal Identity
 - b. Section B – Event Information & Timing of Event (100 points)
 - c. Section C – Event History & Community Support (100 points)
 - i. Upload Exhibit B: Most Recent Post-Event Report (if previously received Elite Event Funding)
 - d. Section D – Unique Attendees & Room Nights (200 points)
 - e. Section E – Marketing Plan (400 points)
 - i. Upload Exhibit C: Event Marketing Plan
 - f. Section F – Sponsorship Benefits (200 points)
 - i. Upload Exhibit D: Sponsorship Proposal
 - ii. Upload Exhibit E: Event Map
 - g. Section G – Pinellas County Government Affiliations
 - h. Section H – Certification & Compliance Agreement
4. Upon successful submittal, you and VSPC staff will receive confirmation emails that your submission was received.
5. VSPC staff will provide submitted digital files to Pinellas County TDC Committee members for scoring.

Questions / Contact

Questions pertaining to the Elite Event Funding Program should be made in writing and directed to:

Craig Campbell
Director, Community & Brand Engagement
Visit St. Pete Clearwater
Craig@VisitSPC.com