



## **Application Period**

---

VSPC will accept Elite Event Funding Applications beginning Friday, April 1, 2022. Deadline for submittal is Friday, April 29, 2022 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](https://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 and Registration with the State of Florida, Division of Corporations.
  - b. Section B – Event Information & Timing of Event
  - c. Section C – Event History & Community Support
  - d. Section D – Unique Attendees & Room Nights
  - e. Section E – Requested Funding Amount
  - f. Section F – Marketing & Advertising Plan
    - i. Upload Exhibit B: Event Marketing & Advertising Plan
  - g. Section G – Sponsorship Benefits
    - i. Upload Exhibit C: Sponsorship Proposal
    - ii. Upload Exhibit D: Event Map
  - h. Section H – Pinellas County Government Affiliations
  - i. Section I – Certification & Compliance Agreement
4. Upon successful submittal, you and VSPC staff will receive confirmation emails that your submission was received.
5. VSPC staff will review and provide funding recommendations to Pinellas County Tourist Development Council.

## **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](mailto:Craig@VisitSPC.com)