

**PROVIDED AS AN EXAMPLE/SAMPLE**

**Pinellas County TDC Elite Event Funding FY25  
Sponsorship Proposal Template**

**Event Name:** \_\_\_\_\_ (“Event”)

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

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

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

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

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

A. Official Designation Status

- i. **INSERT OFFICIAL DESIGNATION STATUS HERE**
- ii. Examples include: Presenting Sponsor, Official Tourism Partner, etc.
- iii. N/A if not applicable

B. Broadcast Benefits

- i. **INSERT BENEFITS HERE**
- ii. Examples include: Broadcast Commercial Units, Destination Reads/Mentions, B-Roll, Logo Placements, etc.
- iii. N/A if not applicable

C. Marketing & Advertising Benefits

- i. 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 3<sup>rd</sup> 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.

D. Sponsorship Benefits

- i. **INSERT BENEFITS HERE**
- ii. 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.