

PROVIDED AS A TEMPLATE/EXAMPLE

**For VSPC to properly evaluate, where applicable, applicant must provide detailed media plan with media types, markets, placements, and estimated impressions that will support the VSPC brand, email opt-in subscriber number, cost of tickets and/or to rent spaces, etc.*

**Capital Project Funding Program
Marketing & Sponsorship Benefits**

Capital Project "Applicant": _____
Match Funding Requested Amount: \$ _____

I. Visit St. Pete/Clearwater "VSPC" will receive, in exchange for its financial support, the following marketing and sponsorship benefits at no additional charge, except as noted, for a period of _____ years from the agreed-upon Project Completion Date, or as otherwise specified herein:

A. Intellectual Property Rights and Official Designation Status

- i. **INSERT BENEFITS HERE**
- ii. Examples include: Intellectual property rights and logo usage for pre-approved advertising and promotion; Assets that could potentially be used for promotion at tradeshow or other events; Presenting Sponsor, Official Tourism Partner, etc.

B. Brand Exposure

- i. **INSERT BENEFITS HERE**
- ii. Examples include: VSPC logo placement on all media that may include, but are not limited to, print, out-of-home, digital, email, websites, social, grassroots, and direct mail; Inclusion of VSPC logo with link on website and app; Permanent signage at/near guest entrance acknowledging VSPC's Capital Funding contribution; Space in program ad; Inclusion of VSPC promotional messaging in subscriber emails x times per year; Onsite benefits (display space, video commercial spots, speaking opportunity); Inclusion of VSPC, in a mutually agreed upon manner, on all press releases

C. Partner Integration

- i. **INSERT BENEFITS HERE**
- ii. Examples include: Collaborate with VSPC on brand activations and media tours, as mutually determined by the parties.

D. Hospitality Opportunities

- i. **INSERT BENEFITS HERE**
- ii. Examples include: Collaborate with VSPC by hosting clients, which could include, but not limited to, journalists, influencers, meeting planners, sports promoters, film promoters, sweepstakes winners, visitor center staff, etc.; Complimentary venue-use x times per year

E. Additional Benefits

- i. **INSERT BENEFITS HERE**
- ii. Examples include: Applicant to allow VSPC to provide non-invasive code for digital retargeting purposes; Applicant to place print advertising, at their expense, in VSPC's official destination publication annually, at the official published rate; Applicant to provide annual reporting to VSPC on the marketing and sponsorship benefits provided; In the event that VSPC or Applicant is of the reasonable opinion that a particular marketing and sponsorship benefit is outdated and/or not of value for the purposes of promoting Pinellas County as a tourist destination, VSPC and Applicant shall be permitted to request a meeting to discuss modifying that benefit.