



Columbia County Sports Commission

SPORTS & EVENTS SPONSORSHIP PROGRAM Policies and Procedures

IMPORTANT: Columbia County Sports Commission (CCSC) sponsorship applications must be received before the designated sponsorship deadline. One application will be accepted per event per fiscal year. Applications received after the designated deadline will not be considered.

Sponsorship deadline – July 15	For events held <u>after October 1st</u>
Sponsorship deadline – October 15	For events held <u>after January 1st</u>
Sponsorship deadline – January 15	For events held <u>after April 1st</u>
Sponsorship deadline – April 15	For events held <u>after July 1st</u>

I. OVERVIEW

The Columbia County Sports Commission (CCSC), under the umbrella of the Columbia County Tourist Development Council (TDC), is a government organization created to attract local, state, regional, national, and international sports-related events and activities to Columbia County, Florida. These events provide tremendous exposure opportunities for Columbia County and are a proven economic driver for its businesses.

The CCSC allocates funds from its annual budget to the Sports and Events Sponsorship Program, a sponsorship program for Event Owners, Rights Holders, Tournament Directors, Groups, and Organizations that coordinate events with a demonstrated history of visitor impact or significant potential to draw visitors to the area. The Sports and Events Sponsorship Program intends to provide funding assistance for sports related tournaments and events that attract overnight visitors to Columbia County while driving visitation to the Columbia County lodging industry, campgrounds, restaurants, retail establishments, and other businesses. The CCSC administers the Sports and Events Sponsorship Program through the Columbia County Tourist Development Council.

Each application will be evaluated against established criteria and historic precedent. The evaluation process is designed to be fair and transparent, ensuring that all applications are given equal consideration. The number and extent of these sponsorship opportunities will depend upon the availability of designated funds and specific allocations to the program.

CCSC Sponsorship Program applications **must be** received before the designated deadline. One application will be accepted per event per fiscal year. Applications received after the designated deadline will not be considered.

- Sponsorship request must be received before the deadline – **July 15** for events after Oct. 1st
- Sponsorship request must be received before the deadline – **Oct. 15** for events after Jan. 1st
- Sponsorship request must be received before the deadline – **Jan. 15** for events after April 1st
- Sponsorship request must be received before the deadline – **April 15** for events after July 1st

Awarded sponsorship funding is subject to the review and approval of the Columbia County Tourist Development Council and may vary from the requested funding amount. If your event is canceled, does not take place, or is otherwise unable to be fulfilled as outlined in your application, the awarded funds will not be paid.

II. FUNDING ELIGIBILITY AND REQUIREMENTS

To be considered for funding, applicants must adhere to the following requirements.

1. The tournament or event must meet a **minimum of seventy-five (75) room nights**.
2. Each application must include a signed Certification and Compliance page.

3. The event must occur between October 1 and September 30 of the upcoming fiscal year. The fiscal year is October 1 through September 30.
4. The event must have the potential to bring or have a history of attracting out-of-town visitors.
5. The applicant may be asked to provide a marketing and promotions plan.
6. The applicant may be asked to provide a detailed event budget.
7. Hotels or lodging secured for the event must be located within Columbia County.
8. The sponsorship recipient shall list the Columbia County Board of County Commissioners as an additional insured, with a minimum liability of \$1,000,000 per occurrence. Failure to do so will result in termination of the awarded sponsorship.
9. The applicant must provide details related to the room night tracking process.
10. Funding shall not be used to support administrative costs, salaries, benefits, travel or non-public events. Funding shall be used for marketing and promotional efforts and venue/site rentals.
11. Hotels secured for the event must be located within Columbia County.
12. Sponsorship funding is provided on a reimbursement basis once the Post-Event Report is received.
13. All sponsorship funds awarded may be subject to an audit.
14. The applicant must share the provided Playeasy event profile on all social media and with event attendees.

Allowable expenses shall include the following:

- Promotions, marketing and programming expenses.
- Paid advertising and media placements outside of the area market.
- Production and technical expenses.
- Site fees and/or venue costs.
- Rights fees.
- Sanction fees.
- Non-monetary awards (medals, ribbons, plaques, etc.).

Unallowable expenses shall include the following:

- General and administrative expenses.
- Salaries, benefits, or travel expenses.
- Marketing within Columbia County.
- Building, renovating, and/or remodeling expenses.
- Permanent equipment purchases.
- Debts incurred before the sponsorship request.
- Programs that solicit advertising or sponsorships.
- Non-public events.
- Hospitality or social functions.

Please submit the sponsorship application via email to: Chris Coleman at ccoleman@columbiacountyfla.com. Handwritten application will not be accepted.

III. APPROVED USE OF PTC LOGO

Recognition (logo) of *the Columbia County Sports Commission* and *Visit Lake City* must be included where appropriate on all printed, digital, and social media materials. The sponsorship recipient must also display the sponsors logos on their website with a reciprocal weblink to columbiacountysportscommission.com (CCSC logo) and lakecityfl.com (Visit Lake City logo). Additionally, please refer to the CCSC and Visit Lake City in public relations activities.

The logos below will be provided in high resolution formats.



IV. POST-EVENT REPORT AND VISITOR TRACKING

Sponsorship funding is provided on a reimbursement basis once the Post-Event Report is received. A complete Post-Event Report must be **submitted within 30 days** of the tournament or event's completion. The report must include tracking statistics regarding visitation and the overall impact the tournament or event had on the local economy. The Post-Event Report should be submitted to ccoleman@columbiacountyfla.com.

If the event occurs near the end of the fiscal year (October 1-September 30), a request for reimbursement must be received by August 31.

The Post Event Report must include the following:

- An invoice on official letterhead requesting reimbursement (up to, but not exceeding, the approved amount).
- Final budget with paid receipts/invoices for all approved expenses.
- Proof of media and marketing execution.
- Verified data on hotel room nights or campsite bookings generated.
- Copies of all marketing materials featuring the CCSC and Visit Lake City logo.
- Summary of economic and tourism impact.
- Photos of the tournament or event.
- Any additional documentation as requested.

Failure to submit a Post-Event Report by the established deadline or failure to meet the objectives as outlined in your sponsorship application will result in termination of the awarded sponsorship. **Please be sure to verify your information prior to submitting your final report. Any misleading or false information presented can and will adversely affect future sponsorship awards.**