

## Application Period

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VisitSPC will accept Elite Event & Destination Enhancement Funding Applications beginning Monday, March 3, 2025. Deadline for submittal is Friday, April 4, 2025 at 4:00 pm ET.

## Application Requirements & Instructions

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All applicants seeking funding must strictly adhere to these instructions. An applicant must submit **one (1) "DIGITAL APPLICATION"** per the instructions below:

1. Visit <https://www.visitstpeteclearwater.com/partners/event-funding-program>.
2. Review all **PROGRAM RESOURCES**, including Timeline, Guidelines, Application Requirements & Instructions, Standard Funding Agreement, Post-Event Worksheet, and all other posted resources.
3. It is strongly encouraged you have the following documentation ready at the onset of your Digital Application:
  - a. Proof of Registration with the Florida Division of Corporations ([Sunbiz.org](http://Sunbiz.org))
  - b. Most Recent Economic Impact Report or Visitor Profile Study, if previously received Elite Event Funding
  - c. Attendance Zip Code Data
  - d. Paid Media Advertising Plan
  - e. Public Relations Plan
  - f. Sponsorship Proposal
  - g. Event Map / Activation Plan
4. Complete the following sections of the application, including uploading the required exhibits:
  - a. Section A – General Information
    - i. Upload Exhibit A: Proof of Registration with the Florida Division of Corporations
  - b. Section B – Event Information & Request
  - c. Section C – Event History & Projections
    - i. Upload Exhibit B: Most Recent Post-Event Report or Economic Impact Study, if available
    - ii. Upload Exhibit C: Attendance Zip Code Data
  - d. Section D – Marketing & Advertising Plan
    - i. Upload Exhibit D: Paid Media Advertising Plan
  - e. Section E – Public Relations Plan
    - i. Upload Exhibit E: Public Relations Plan
  - f. Section F – Sponsorship Benefits
    - i. Upload Exhibit F: Sponsorship Proposal
    - ii. Upload Exhibit G: Event Map / Activation Plan
  - g. Section G – Pinellas County Government Affiliations
  - h. Section H – Certification and Compliance Agreement
5. Upon successful submittal, the organizer and VisitSPC staff will receive confirmation emails that the submission was received.
6. VisitSPC staff will review and provide funding recommendations to Pinellas County Tourist Development Council as outlined in the Program Timeline.

## Questions / Contact

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Questions pertaining to the 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)