

Application Period

VisitSPC will accept Elite Event Funding Applications beginning Tuesday, April 7, 2026. Deadline for submittal is Friday, May 15, 2026 at 4:00 pm ET.

Application Requirements & Instructions

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 Guidelines, Timeline, Application Requirements & Instructions, County Contract (sample), and all other posted resources.
3. It is strongly encouraged you have the following documentation ready at the onset of your Digital Application:
 - a. Exhibit A: Proof of Registration with the Florida Division of Corporations (Sunbiz.org)
 - b. Exhibit B: Footprint/Map of Most Recent Event
 - c. Exhibit C: 3rd Party Viewership Report (Broadcast Events only)
 - d. Exhibit D: Broadcast Assets (Broadcast Events only)
 - e. Exhibit E: Sponsorship Proposal (optional)
 - i. NOTE: All files must be PDF format. Max 10 MB per file.
4. Complete the following sections of the application, including uploading the required exhibits:
 - a. Section A – Organizer Info
 - i. Upload Exhibit A
 - b. Section B – Event Info
 - c. Section C – Attendance Data & Broadcast
 - i. Upload Exhibit B
 - ii. Upload Exhibit C (Broadcast Events only)
 - iii. Upload Exhibit D (Broadcast Events only)
 - d. Section D – Marketing
 - e. Section E – Sponsorship
 - i. Upload Exhibit E (optional)
 - f. Section F – Pinellas County Government Affiliations
 - g. Section G – 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

Questions pertaining to the program should be made in writing and directed to EliteEvents@VisitSPC.com.