



Okaloosa County Tourist Development Council

Local Event Paid Media: October 1, 2018 – September 30, 2019

Application Deadline: July 31, 2018

Local Event Categories

Signature Up to \$50,000 per event	Sporting Up to \$20,000 per event	Brand Awareness Up to \$10,000 per event	Seasonal Up to \$5,000 per event
Large, annual, multi-day event or festival that impacts tourism by garnering room nights from 80% of attendees	Multi-day sporting event that impacts tourism by garnering room nights from 65% of attendees	Multi-day event that aligns with the Emerald Coast brand, creates awareness and publicity for the destination, and impacts tourism by garnering room nights from 50% of attendees	Seasonally appropriate event or festival that enhances the visitor experience during the non-summer seasons and impacts tourism by garnering room nights
-Attendance 2,500+ -Website w/CVB link -Facebook w/ CVB like -Lodging collaboration -\$10,000 matching funds	-Attendance 500+ -Website w/CVB link -Facebook w/ CVB like -Lodging collaboration -Online registration -\$7,500 matching funds	-Attendance 250+ -Website w/CVB link -Facebook w/ CVB like -Lodging collaboration -\$5,000 matching funds	-Attendance 100+ -Website w/CVB link -Facebook w/ CVB like -\$1,000 matching funds

Business Name: _____ Tax ID: _____

Physical Address: _____

Contact Name: _____ Contact Email: _____

Contact Phone (W): _____ Contact Phone (C): _____

Event Name: _____ # of Years Held: _____

Event Start Date: _____ Event End Date: _____

Note: events held during peak summer season will not be considered.

Event Website: _____

Event Facebook: _____

Event Location(s): _____

Event Schedule Day 1: _____

Event Schedule Day 2: _____

Event Schedule Day 3: _____

Event Schedule Day 4: _____

Event Schedule Day 5: _____

Event Description: _____

Out-of-Town/Lodging Attendees: _____ Local/Non-Lodging Attendees: _____

% of Attendees Generating Room Nights: _____ %

Please list the Event's lodging and non-lodging partners:

Lodging Partners

Non-Lodging Partners

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Are lodging partners offering a special rate for this Event? Yes No

Will lodging partners provide room night verification after this Event? Yes No

How will information about room nights actually booked for this Event be obtained?

Lodging Partner Reports Registration Roster Ticket Sales Will Not Be Tracked

Note: events held outside the taxing district must have room blocks and provide lodging reports to document room night pickup

Is there a registration fee for participants? Yes No

If yes, explain pricing.

Are tickets sold for admission? Yes No

If yes, explain pricing.

Describe the Event's comprehensive plan for out-of-market marketing, advertising, and promotions.

Describe the Event's collaboration with the local tourism industry (e.g. charter captains, restaurants, attractions, retail) to develop packages to strengthen the economic impact of the Event.

Value of Matching Marketing Funds: \$ _____

Describe how matching marketing funds will be used (e.g. print, digital, broadcast) and documented (e.g. vendor invoice + cancelled check, credit card).

If Sporting Event, provide registration url: _____

I am requesting Local Event Paid Media in the following category:

Signature **Sporting** **Brand Awareness** **Seasonal**

I am authorized to submit this Local Event Paid Media request on behalf of my organization and am aware that this request will be reviewed for final approval and is subject to available budget funds. I have completed this application fully and accurately, understand that all information submitted will be used to determine eligibility, and have not misrepresented any information contained herein.

If this request is approved, paid media will be placed on my behalf through the Okaloosa County Tourist Development Department. My organization's failure to provide documentation of matching funds, meet deadlines (e.g. creative submission), or reach requisite room nights may result in forfeiture of participation.

Signature of Applicant

Date

Printed Name of Applicant

Please email completed form to: Marketing@myokaloosa.com. Unsigned applications will not be considered.