



Bradenton Area Convention & Visitors Bureau

Sports Commission Sponsorship Program

Bradenton Area Sports Commission

Criteria for Sports Commission Sponsorship Program

Sports Commission Sponsorship Program

It is the intent of the Bradenton Area Sports Commission (**BASC**) Sponsorship Program to facilitate and foster the growth of sporting events in Manatee County and increase visitor travel, hotel stays, traffic to restaurants and other attractions in Manatee County which will generate both out of county and out of state economic impact.

Application Process

1. Complete entire application online, upload [W-9](#) to Zengine and submit to the BASC (<https://webportalapp.com/sp/login/bascsponsorship>). All application will be reviewed on a quarterly basis by the Bradenton Area Sports Commission board. If a date follows on a weekend it will be due the Friday before the deadline.
 - **July 10** –These events must be held after October 1st of the same year.
 - **October 10** –These events must be held after January 1st of the following year.
 - **January 10** –These events must be held after April 1st of the same year.
 - **April 10** –These events must be held after July 1st of the same year.
2. The BASC board will review the application and convey the results to your organization via email within 7 business days.

Sponsorship Checklist: <https://spaces.hightail.com/space/qBu6jW2TIB>

Organization Primary Contact

Each organization receiving funding shall designate one primary point of contact. This person will be responsible for maintaining all records, requesting reimbursement and providing invoices as well as recap and post reports. The designated person will be the point of contact and will ensure that all guidelines are followed, and documentation is completed.

Post Event Sports Report

Each organization will be required to provide a post event report in order to receive funding. The report (<https://webportalapp.com/sp/login/bascsponsorship>) will be due within **30 days** of the completion of the event and must be accompanied with all backup documentation. **Failure to do so will result in loss of funding for event and will not have the ability to apply for next quarters events.**

*****Events will be audited on site at Board's discretion*****

Funding Requirements

- Funding will be eligible post event for either *local facility fees*, *marketing sponsorship* or *hotel pick-up sponsorship scale*. (Depicted by BASC Staff)
- Room night totals may affect future funding.
- Completed [W-9](#) must be provided by organizer **PRIOR** to event for which funding is payable. Upload the W-9 to Zengine during the application process.
- The Bradenton Area Sports Commission logo **MUST** be present on marketing/advertising collateral. Proof of this will need to be uploaded with the post report in order to receive funding.
- Documentation of pick-up from the Housing Bureau or Hotels used in *Manatee County* **MUST** be accompanied with the post report.
- Funding must be used for the following expenses:
 - Promotion, marketing and programming
 - Paid advertising & media buys
 - Production & technical expenses; officials
 - Site fees, venue rentals, cost (contract help)
 - Rentals, insurance, rights fees, bid fees, sanction fees, non-monetary awards

Facility Fees

- Copy of Bradenton Area Sports Commission logo being used at event (signs, banners, programs etc.)
- Like and share our Bradenton Area Sports Commission Facebook:
<http://www.facebook.com/bradentonsportscommission>
- Email from Hotelier or Housing Bureau spreadsheet on their company letterhead as proof of room pick-up
- Upload this web banner to your website: <https://spaces.hightail.com/space/qBu6jW2TIB> providing click through to destination information
- Proof of web banner on your website
- Proof of participant involvement (Schedules, rosters, etc.)

Marketing Sponsorship

- Copy of Bradenton Area Sports Commission logo being used at event (signs, banners, programs etc.)
- Like and share our Bradenton Area Sports Commission Facebook:
<http://www.facebook.com/bradentonsportscommission>
- Email from Hotelier or Housing Bureau spreadsheet on their company letterhead as proof of room pick-up
- Upload this web banner to your website: <https://spaces.hightail.com/space/qBu6jW2TIB> providing click through to destination information
- Proof of web banner on your website
- Proof of participant involvement (Schedules, rosters, etc.)
- Copy of paid invoice

Hotel Pick-Up

- Copy of Bradenton Area Sports Commission logo being used at event (signs, banners, programs etc.)
- Like and share our Bradenton Area Sports Commission Facebook:
<http://www.facebook.com/bradentonsportscommission>
- Email from Hotelier or Housing Bureau spreadsheet on their company letterhead as proof of room pick-up
- Upload this web banner to your website: <https://spaces.hightail.com/space/qBu6jW2TIB> providing click through to destination information
- Proof of web banner on your website
- Proof of participant involvement (Schedules, rosters, etc.)

HOTEL MATRIX



Number of Hotel Rooms	Up to Sponsorship Amount
0-25	\$500
26-100	\$1000
101-200	\$1500
201-300	\$2000
301-400	\$2500
401-500	\$3000
501-600	\$3500
601-750	\$4000
751-1000	\$4500

BASC SPONSORSHIP CHECKLIST



1. BEFORE EVENT

- Fill out sponsorship application on:
<https://webportalapp.com/sp/login/bascsponsorship>
- Upload W-9 to Zengine during the application process
- Upload BASC web banner onto your event website
(<https://spaces.hightail.com/space/qBu6jW2TIB>)
- Like and share our Bradenton Area Sports Commission Facebook page:
<http://www.facebook.com/bradentonsportscommission>

2. DURING EVENT

- Take pictures of BASC logo at event (ex. Signs, banners, programs etc.)
- Upload and tag pictures to Bradenton Area Sports Commission Facebook page

3. AFTER EVENT

- Submit post economic impact report within **30 days** of the completion of the event:
<https://webportalapp.com/sp/login/bascsponsorship>
- Upload the following for your post economic impact report:
 - Copy of BASC logo being used at event (ex. Signs, banners etc.)
 - Copy of BASC web banner on event website
(<https://spaces.hightail.com/space/qBu6jW2TIB>)
 - Email from the Hotelier or Housing Bureau spreadsheet on their company letterhead
 - Proof of participant involvement (schedule and/or roster etc.)
 - If “Marketing Sponsorship Buy” provide invoice on letterhead, event name, event date, billed to Bradenton Area Sports Commission showing “Marketing Sponsorship” with amount and *what the money was used for* (**example on other side of page)

***Questions? Contact Sean Walter: sean.walter@bacvb.com ***

INVOICE

YOUR COMPANY LOGO

DATE: 16-Apr-19
INV # 041619-1
DUE DATE Due Upon Receipt

TO:

REMIT TO:

BRADENTON AREA CONVENTION & VISITORS BUREAU
ATTN: SEAN WALTER, DIRECTOR OF SPORTS
ONE HABEN BLVD.
PALMETTO, FL 34221

DESCRIPTION	AMOUNT
SPONSORSHIP BUY EVENT NAME DATES	AMOUNT OF SPONSORSHIP \$3,000.00
TERMS: NET DUE ON DUE DATE (PAST DUE INVOICES SUBJECT TO INTEREST)	AMOUNT: \$3,000.00