



FOR IMMEDIATE RELEASE
June 20, 2022

Media Relations & Communications
Office: 727.815.7177
pio@mypasco.net

Florida's Sports Coast Marketing Matching Sponsorship Program

~~Apply by July 29 for event-based marketing matching sponsorship of up to \$5,000~~

PASCO COUNTY, FL ---- Experience Florida's Sports Coast, the destination management organization for [Pasco County](#), is launching the [2022 -2023 Marketing Matching Sponsorship Program](#) (MMSP) aimed at supporting special event organizers and events that have potential to attract tourists to the destination. MMSP provides up to \$5,000 in funding to expand the overall marketing reach of an event to visitors outside the Tampa Bay region.

How to apply:

- Complete the [application](#) and submit to: cbsanchez@FLSportsCoast.com by **July 29, 2022**.
- Accepted applicants must present an oral presentation request for funding to the Tourist Development Council (TDC) **August 17, 2022**.
- Applicants are required to attend the Marketing Sponsorship Program one-on-one training session **July 8, 2022**.

Requirements:

- Only one event per cycle will be considered for the Marketing Matching Sponsorship
- Event must take place between **October 1, 2022 – September 30, 2023**
- Dollar-for-dollar match and/or in-kind goods or services
- MMSP funds are for event-related marketing expenditures only
- Marketing dollars must be used to promote to [tourists](#) outside of Pasco County

To apply for funding, please contact [Experience Florida's Sports Coast](#) at 727.847.8129 or cbsanchez@FLSportsCoast.com. For more information about the Marketing Matching Sponsorship Program, please visit: bit.ly/FSCMarketingMatching.