Hernando County Tourist Development Council
Special Event Marketing Support Application

The primary purpose of the Hernando County Tourist Development Council Special Event Marketing Support Program is to provide marketing and advertising support to local organizations for the marketing of special events that promote Hernando County as a tourist destination, with the goal of encouraging overnight visitation.

The program is administered through the Hernando County Tourist Development Council and Florida's Adventure Coast Visitors Bureau.

Applicants are required to submit a completed application, including a detailed marketing plan.

Local special events that may receive support must demonstrate a history of producing room nights, creating positive economic impact, and/or the potential to draw visitors to the area through a regional marketing plan. Applicants must also be able to project the number of overnight visitors expected to stay in Hernando County accommodations.

Application Deadlines

Applications for grants for Fiscal Year 2026–2027 must be received by the following deadlines:

Fiscal Year Quarter	If Your Event Is Scheduled In	Application Deadline
1st Quarter	October 2026 November 2026 December 2026	July 6, 2026
2nd Quarter	January 2027 February 2027 March 2027	October 26, 2026
3rd Quarter	April 2027 May 2027 June 2027	January 4, 2027
4th Quarter	July 2027 August 2027 September 2027	May 10, 2027

The number of sponsorships awarded, and the amount of each award, will depend on the availability of designated funds and specific allocations.

All Local Special Event Funding Grants are reimbursement grants. Approved funding will be paid upon completion of the event and submission of an invoice and all required documentation.

Eligibility and Reimbursement Requirements

To be eligible for marketing support or sponsorship funding and reimbursement, applicants must meet the requirements listed below. Failure to complete required steps, including obtaining prior approval of advertisements, may result in disqualification.

1. Funds may be used for advertising and marketing expenses for the event only.
2. All advertisements must include the Florida's Adventure Coast logo and must be pre-approved by Visitors Bureau staff prior to use. Please allow two business days for approval.
3. All social media advertisements must include the hashtag #FLAdventureCoast.

4. Invoices for all advertising and eligible expenses, along with copies of the advertisements and proof of payment, must be submitted with the final report.
5. All applications and subsequent reports must be submitted in typed format. No handwritten applications or reports will be accepted. Please submit all applications and reports, with accompanying documentation to Michelle Rose at mrose@floridasadventurecoast.com.

Applicant Information

Organization Name	
Organization EIN# or FEN#	
Business Address	
Application Completed By	
Title	
Email	
Telephone Number	

Event Information

Name of Event	
Description of Event: Please provide details of your festival or event.	
Date(s) of Event	
Hours of Event	
Is this a new event or a repeat event?	
Event Marketing Contact	
Email Address	
Telephone Number	
Organization or Event Website	
Event or Organization Social Media Sites: Please provide complete URLs for all social media channels.	
Event Location(s)	
Address of Event	
Telephone Number	
Projected Number of Event Vendors	
Projected Number of Local Attendees	
Projected Number of Out-of-Town Attendees	
Projected Number of Hotel Rooms	
Projected Number of Camping Sites	

Marketing Plan and Proposed Use of Funds

Please provide a detailed marketing plan and proposed use of requested funds.

Be certain to indicate the target markets reached by the advertising and the run dates for all advertising programs. Reimbursable expenses must be spent on advertising outside of Hernando County.

Example: Tampa Bay Times | Weeks of March 15-April 28, 2026 | Pinellas, Hillsborough, Pasco and Hernando | $1,500

Media Outlet	Schedule for Publication or Media	Reach of Publication or Media	Budget
#1			
#2			
#3			
#4			
#5			
#6			
Total Marketing and Advertising Budget			
Total Marketing Support Requested			

If additional lines are required, please attach a separate sheet listing additional media outlets.

Please retain a copy of the entire completed packet for your own reference.

Applicant Acknowledgements

Please initial each item below, signifying that you have read, understand, and agree to comply with the conditions of the Tourism Grant Program.

_____ I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureau logo as one of the event sponsors, and that all digital platforms must include a link to FloridasAdventureCoast.com. All social media advertisements must include the hashtag #FLAdventureCoast.
_____ I understand that the event's marketing coordinator must incorporate the Florida's Adventure Coast, Brooksville – Weeki Wachee – Hernando Beach name and geographic location in all press releases.
_____ I understand that all printed or promotional materials using the Florida's Adventure Coast logo must be reviewed and approved by Visitors Bureau staff to ensure correct and appropriate usage of the brand. All reviews require a minimum of 48 hours. Failure to have advertising pre-approved by the Visitors Bureau does not eliminate the requirement of proper logo and brand usage in order to be eligible for reimbursement. Failure to use the correct logo, or to use it properly, will result in cancellation of any grant funds awarded. Ad proofs must be submitted to Michelle Rose at mrose@floridasadventurecoast.com.
_____ I understand that all advertising and promotion support provided by Florida's Adventure Coast will take place in areas outside of Hernando County.
_____ I understand that copies of all advertising, paid invoices, and proof of payment must be submitted with the reimbursement request.
_____ I understand that all reporting requirements must be satisfied upon completion of the event.
_____ I understand that the event must be accessible to the public and to disabled persons.
_____ I understand that Hernando County requires each event grant recipient to have General Liability Insurance of $1 million each occurrence / $2 million aggregate, with the Hernando County Board of County Commissioners listed as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event.
_____ I understand that the event coordinators will provide Florida's Adventure Coast Visitors Bureau with an on-site presence during the event. Typically, the Visitors Bureau will provide organizations with maps and literature for display. However, for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.
_____ I understand that the event coordinators will supply 10 all-access tickets to the event, any required parking passes, and allow Visitors Bureau staff all-access to the event to capture photos and videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event.

Notices

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

Florida's Adventure Coast Visitors Bureau
Attn: Tammy J. Heon
205 E. Ft. Dade Ave.
Brooksville, FL 34601

Certification

I certify that I have completed this Special Event Marketing Support Application and attest that all information provided herein and attached hereto is true and accurate.

Name	
Title	
Signature	
Date	

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

BY: James Hardison

County Attorney's Office