



CITY OF NEW PORT RICHEY
SPECIAL EVENT IN-KIND SPONSORSHIP
APPLICATION

I. EVENT INFORMATION:

- a. Organization: The Greater Pasco Chamber of Commerce
- b. Name of Event: Holiday Street Parade
- c. Event Dates (beginning, ending): December 14, 2019
- d. Event Coordinator (name, address, phone, email) Angel Cook
4117 Little Road Suite 102 Trinitas, FL
727 457 4849 Angel@LeadersInsuranceAgency.com
- e. Please describe the proposed event to include type of event and scope of activities: A street parade with Santa on the last float. A family event during the holiday through the streets of New Port Richey.
- f. Please indicate other events provided by your agency and the amount (if any) currently funded by the City: Numerous events during the year. None funded by the city.
- g. How are the events specified assessed for effectiveness? By the large crowds that have attended each year.
- h. Please provide a statement setting forth the specific use of net proceeds derived from the special event and how the proposed use benefits the city: If a profit is achieved it will be divided by the Rotary Club of Holiday & The Greater Pasco Chamber of Commerce.
This is a benefit to the city as a positive exposure during the holidays.



**CITY OF NEW PORT RICHEY
SPECIAL EVENT
SPONSORSHIP APPLICATION**

II. MARKETING AND ADVERTISING

- a. Which specific advertising mediums will be used? Radio, social media, newspapers and flyers.
- b. Identify advertising campaign duration and amount for each medium: Flyers & Social Media start in October thru Dec. Radio & Newspapers run from November thru Dec.
- c. Will the City of New Port Richey be identified as a sponsor on all promotional/advertising materials? Yes

III. ECONOMIC IMPACT

- a. Describe the overall economic benefit to NPR: Exposure of the city and businesses to thousands of people on a single day. The downtown businesses have the ability to expose their products & services to new clients.
- b. Will the event compliment or compete with existing downtown businesses? It is a full compliment and a large revenue generator for many.
- c. Please describe in what way(s) and to what degree? Exposure to new customers
Large sales in one day
Holiday spirit

IV. EVENT IMPACT

- a. How many consecutive years has this event been held in NPR? 42
- b. What is the target audience for this event? Families and people of All ages.



**CITY OF NEW PORT RICHEY
SPECIAL EVENT
SPONSORSHIP APPLICATION**

c. Are you proposing any notable changes in the event from previous years? If yes, then please explain: NONE

V. REQUIRED DOCUMENTS

- a. Adopted agency budget for current fiscal year. *Attached*
- b. Audited Financial Statement (for 2018 or a IRS Form 990) *Attached*
- c. Certificate of Incorporation *Annual report attached*
- d. Federal Tax ID Number

59-0609498

