



July 10, 2025

Englewood Beach Waterfest
Attn: Jay Henderson
601 S. Indiana Avenue
Englewood, FL 33947

Dear Mr. Henderson:

On behalf of the Punta Gorda Englewood Beach Visitor & Convention Bureau (VCB), we are pleased to inform you we have authorized your Event Sponsorship for the **Englewood Beach Waterfest** event **October 10-12, 2025** for an Event Sponsorship for up to **\$70,000**. This sponsorship is paid post event and based on the following below:

- 1) VCB Sponsorship Contribution Based Upon Previous Event Economic Impact **-\$37,000**
 - Paid post event with the following backup submitted and authorized
 - Event Sponsorship Post Report (provided by VCB)
 - Proof of VCB Logo displayed
 - List of participants and where they traveled in from
 - Proof of number of tickets sold
- 2) VCB Media Value contribution (based upon all receipts and authorization below) **-\$33,000**

<u>Media Placement</u>	<u>Backup Docs</u>
<u>VCB :30 Second Commercial - Local</u>	<u>Screen Shot & report of Commercial played</u>
<u>Live Broadcast Feed Views</u>	<u>Total number of views</u>
<u>VCB Logo on Pirates Poker Run & WF Shirts</u>	<u>Picture of shirts being worn at both locations</u>
<u>50 VCB Logoed stickers on OPA Racing Boats</u>	<u>Picture of five boats w/ sticker or a line of boats</u>
<u>VCB Logo - Media plan</u>	<u>Picture of print, impressions, links, placement locations</u>
<u>VCB Logo- Race Trophy</u>	<u>Picture of trophy</u>
<u>VCB logoed banner at Pirates Poker Run</u>	<u>Banner picture with crowd at location</u>
<u>VCB Logo at other race location</u>	<u>One picture at other location, est. crowd size at each</u>
<u>Radio Advertising</u>	<u>Where, number of plays</u>
<u>Social Media Posts</u>	<u>Links, Screen Shots, Like & Engagement totals</u>
<u>10- Box Visitors Guides at entrance or Info</u>	<u>Picture of Visitor Guides displayed</u>

Our Best Side is Outside.™

Punta Gorda/Englewood Beach Visitor & Convention Bureau
1700 Tamiami Trail, Suite G2, Port Charlotte, FL 33948 | (941) 743-1900 | Visit@PureFlorida.com



The Charlotte Harbor Gulf Island Coast

This Sponsorship will be paid post event, when all proper documents(see above) are submitted and authorized with the Post Event Report and an invoice is remitted to the VCB.

Thank you for the opportunity to host your event in Charlotte County! We look forward to your continued success and are excited to showcase our destination to your participants, fans and families. We are confident the event and visit to our area is guaranteed to create memorable experiences for all.

Please be sure to have your attendees visit PureFlorida.com for destination activities and amenities. Please be sure to tag us #BestSideOutside on all your social media posts @RealPureFlorida.

Sincerely,

Hector Flores
Charlotte County Administrator

Date

Attest:
Roger D, Eaton, Clerk of the Circuit Court
and Ex-officio Clerk to the Board of
County Commissioner

Approved as to Form
and Legal Sufficiency:

By: _____
Deputy Clerk

By: Janette S. Knowlton
Janette S. Knowlton, County Attorney
LR25-0735 DM

Our Best Side is Outside.™

Punta Gorda/Englewood Beach Visitor & Convention Bureau
1700 Tamiami Trail, Suite G2, Port Charlotte, FL 33948 | (941) 743-1900 | Visit@PureFlorida.com

PureFlorida.com

[f RealPureFlorida](#)

[@RealPureFlorida](#)