



May 26, 2026

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 9-11, 2026** 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 &amp; report of Commercial played</u>
<u>Live Broadcast Feed Views</u>	<u>Total number of views</u>
<u>VCB Logo on Pirates Poker Run &amp; 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 &amp; 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



3) The Punta Gorda/Englewood Beach Visitor & Convention Bureau (VCB) Sports Division intends to apply for a \$5,000 Small Market Grant through the Florida Sports Foundation on behalf of Englewood Beach Waterfest.

Should funding be awarded, the VCB will act as the fiscal pass-through entity and distribute the awarded funds to Englewood Beach Waterfest. Disbursement of funds is contingent upon the Florida Sports Foundation's review and acceptance of all required post-event reports and supporting documentation submitted by Englewood Beach Waterfest.

If awarded, the funds will be released only after all grant requirements have been satisfied and approved by the Florida Sports Foundation.

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. The VCB reserves the right to pro-rate the sponsorship amount should any post-event information such as backup docs be missing or inadequate.

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](http://PureFlorida.com) for destination activities and amenities. Please be sure to tag us [#BestSideOutside](https://www.instagram.com/BestSideOutside) on all your social media posts @RealPureFlorida.

Sincerely,

\_\_\_\_\_  
Hector Flores  
Charlotte County Administrator

\_\_\_\_\_  
Date

**APPROVED AS TO FORM  
AND LEGAL SUFFICIENCY:**

\_\_\_\_\_  
Thomas M. David, County Attorney

Attest:

Roger D. Eaton, Clerk of the  
Circuit Court and Ex-officio  
Clerk of the Board of County  
Commissioners

LR26-04631

Our Best Side is Outside.™

By: \_\_\_\_\_

Deputy Clerk

Punta Gorda/Englewood Beach Visitor & Convention Bureau

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