

Play and Save in Ocala/Marion County

RULES AND REGULATIONS

The Ocala/Marion County Visitors and Convention Bureau provides a booking incentive program, **Play and Save in Ocala/Marion County**, which offers up to a maximum of \$1,500 to organizations that book a new sports event at an Ocala/Marion County property, facility or venue through the Ocala/Marion County Visitors and Convention Bureau.

To qualify as a new sports event, the specific sports event must not have been held in Ocala/Marion County for the previous three years.

Sports event planners who book a repeat sports event through the Ocala/Marion County Visitors and Convention Bureau can qualify for an incentive maximum up to \$1,000.

A repeat sports event is one that has been held in Ocala/Marion County within the previous three years.

TO QUALIFY FOR THE INCENTIVE, ALL OF THE FOLLOWING MUST BE MET BY THE SPORTS EVENT PLANNER:

1. The sports event planner must submit an RFP to the Ocala/Marion County Visitors and Convention Bureau.
2. The sports event must be held at an Ocala/Marion County facility or venue.
3. The sports event must book a minimum of 50 room nights, with at least 10 rooms on a peak night.

Incentives will be earned according to the following schedule:

Total Room Nights	New (May–Dec)	Repeat (May–Dec)	New (Jan–Apr)	Repeat (Jan–Apr)
50–100	\$500	\$200	\$350	\$125
101–150	\$750	\$400	\$575	\$200
151–200	\$1,000	\$600	\$800	\$450
201–250	\$1,250	\$800	\$1,025	\$675
251+	\$1,500	\$1,000	\$1,250	\$800

No substitutions for incentives will be allowed. The **Play and Save in Ocala/Marion County** incentive cannot be combined with another Ocala/Marion County Visitors and Convention Bureau incentive program.



BELLEVUE

DUNNELLON

McINTOSH

REDDICK

For more information, e-mail Corry Locke at Corry.Locke@MarionCountyFL.org or call 352.438.2839.

PROCEDURES FOR OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU:

1. Accept and verify qualifications of the sports event planner's registration.
2. A representative will contact the sports event planner and begin the RFP process.
3. Ocala/Marion County Visitors and Convention Bureau representative will send the RFP/lead to appropriate properties, facilities or venues in a timely manner based on the needs expressed in the sports event planner's RFP or specifics provided to the Ocala/Marion County Visitors and Convention Bureau representative.
4. When a booking is confirmed and contract agreed to by the property and the sports event planner, Ocala/Marion County Visitors and Convention Bureau must be notified by the property and the planner.
5. Upon receipt of verification of the total room pick-up for the specified sports event from the contracted lodging properties, and verification that the events were held in Ocala/Marion County, the Ocala/Marion County Visitors and Convention Bureau will authorize payment per the incentive earned to the events rights holders, governing bodies or organizations.

PROCEDURES FOR INDUSTRY PARTNERS:

1. The property or properties selected for the specific qualified sports event must notify Ocala/Marion County Visitors and Convention Bureau in writing when the event is contracted, confirming dates, anticipated total room pick-up and anticipated total attendees; a copy of the contract should accompany this notification.
2. Upon completion of the specified sports event, the lodging property, facility or venue must verify in writing to Ocala/Marion County Visitors and Convention Bureau the total room pick-up associated with the specified sports event; and additionally verify that the sports event(s) were held in Ocala/Marion County.
3. If attendees stay at more than one lodging property, the sports event planner or the participating properties must notify Ocala/Marion County Visitors and Convention Bureau in advance and the property/properties must agree to report the room nights booked for the qualified sports event.
4. Any deviation from the required notifications and reporting will negate the sports event planner's right to receive the specified incentive.
5. Upon receipt of the room night validation, Ocala/Marion County Visitors and Convention Bureau will then pay to the event's rights holders, governing bodies or organizations that held the sports event the promotional incentive earned.

GENERAL TERMS AND CONDITIONS:

1. The ***Play and Save in Ocala/Marion County*** promotion can be discontinued any time without prior notice.
2. All sports events booked prior to the ending date will be fulfilled per the incentives schedule outlined above.
3. Sports event planner must qualify with Ocala/Marion County Visitors and Convention Bureau for each specific sports event prior to said sports event being contracted by the property.
4. The resulting contract will be between the sports event planner and the facility.
5. For the purpose of this promotion, new sports event means that the specific sports event named in the registration has not been held in Ocala/Marion County during the previous three years.
6. For the purpose of this promotion, repeat sports event means that the specific sports event named in the registration has been held in Ocala/Marion County during the previous three years.
7. Ocala Marion County Visitors and Convention Bureau will serve as a facilitator in providing this incentive and must receive reports as to total room pick-up and total attendees from the property and from the sports event planner.
8. Upon room night verification from the property and the sports event planner, Ocala Marion County Visitors and Convention Bureau will confirm the incentive earned and that amount will be payable by the Ocala Marion County Visitors and Convention Bureau to the event's rights holders, governing bodies or organizations which hosted the sports event.
9. Ocala Marion County Visitors and Convention Bureau Staff will have final determination as to any questions regarding qualifications, the meeting of qualifications and the incentive amount to be awarded.
10. Liability: Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be held liable for any action of the facilities or venues or the Sports Event Planner. Further, Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be liable for an injury suffered by the result of the participation in the ***Play and Save in Ocala/Marion County*** promotion.
11. Employees of Ocala/Marion County Visitors and Convention Bureau, Marion County, Florida, or marketing or advertising agencies or organizations associated directly with either entity are not eligible for this promotional incentive.

