



## **SPONSORSHIP AGREEMENT**

### **NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND THE TOWN OF HILLIARD.**

This Sponsorship Agreement (“Agreement”) is entered by and between the Nassau County Board of County Commissioners (“County”) and the Town of Hilliard (“Organization”) and overseen by the Amelia Island Convention and Visitors Bureau (“AICVB”) on behalf of the County for the purpose of promoting and conducting the Vietnam Voices Traveling Memorial Monument which is a traveling replica of the Vietnam Memorial on April 17- 21, 2025. (“Event”).

#### **SECTION 1. Organization’s Responsibilities.**

- 1.1** The Organization shall hold the Event which shall consist of a concert as outlined in the Request for Sponsorship (“Exhibit A”). The Event shall be held on April 17- April 21, 2025. AICVB may change the Event dates so long as the Organization and the AICVB agree in writing on such change at least two (2) weeks in advance of the Event.
- 1.2** The Organization shall include the destination Amelia Island logo, as supplied by the AICVB, on printed materials and shall reference the Amelia Island Tourist Development Council (“AITDC”) as a sponsor in press releases and any other media materials. The AITDC and Organization have the right to approve all materials and releases produced by the other for promotional purposes.
- 1.3** The Organization shall promote at least one Amelia Island Hotel on the Organization’s website, and the Organization shall encourage Event attendees to utilize Amelia Island hotel rooms or lodging.
- 1.4** The Organization shall obtain all necessary permits, approvals, and venues for the conducting of the Event and related activities.
- 1.5** The Organization shall provide all necessary equipment for the Event.
- 1.6** The Organization shall be responsible for all food and beverage sales. No alcohol shall be consumed or sold on property belonging to the County except where permitted by the County.

- 1.7 The Organization shall be responsible for all merchandise sales.
- 1.8 The Organization shall be responsible for all sponsorship sales.
- 1.9 The Organization shall be responsible for providing a safe environment for all participants and spectators.
- 1.10 The Organization shall provide all Event staff.
- 1.11 The Organization shall be responsible for implementing a parking system for the Event in a safe and efficient manner and in cooperation with the County, municipality, or appropriate authority.
- 1.12 The Organization shall provide on-site medical personnel or have a medical plan prepared.
- 1.13 The Organization understands that it is an independent contractor and has no authority or right to make obligations of any kind in the name of or for the account of the County, the AITDC or AICVB nor commit or bind the County, the AITDC or AICVB to any contract (other than this Agreement) by virtue of this Agreement.
- 1.14 If the Event is held on County-owned property or if the County is co-participating in the Event, as determined by the County in its sole discretion, then the Organization shall, upon written request by the County, provide the County a Certificate of Insurance including one million dollars (\$1,000,000) in general liability coverage and listing the County and the AICVB as “additional insured” for the Event no later than five (5) days after execution of this Agreement by all parties. Certificates of Insurance and the insurance policies required for this Agreement shall contain a provision that coverage afforded under the policies shall not be cancelled or allowed to expire unless at least thirty (30) days prior written notice has been given to the County and the AITDC. Certificates of Insurance and the insurance policies required for this Agreement shall also include a provision that policies, except Worker’s Compensation, are primary and noncontributory to any insurance maintained by the AICVB. All insurers shall be authorized to transact insurance business in the State of Florida as provided by Section 624.09(1), Florida Statutes and the most recent Rating Classification/Financial Category of the insurer as published in the latest edition of “Best’s Key Rating Guide” (property-Casualty) must be at least A- or above.
- 1.15 The Organization shall submit to the AICVB a Post Event Report within forty-five (45) days of the Event.

## **SECTION 2. AICVB’s Responsibilities.**

- 2.1 The AICVB shall provide a link to the Event webpage on [www.ameliaisland.com](http://www.ameliaisland.com). The Event posting should include the Event schedule and details as they relate to parking, registration fees, sponsorship, merchandise sales, concessions, and all other activities relating directly or indirectly to the operation of the Event (as applicable).

- 2.2 The AICVB shall share responsibility with the Organization for the promotion of the Event outside of Nassau County, Florida.

### **SECTION 3. Sponsorship Amount.**

- 3.1 Upon the recommendation of the AITDC and approval of the County and pursuant to the acceptance and fulfilment of the terms of this Agreement, the County shall provide to Organization a sponsorship in the amount of Five Thousand Dollars and 00/100 (\$5,000.00) (“Sponsorship Amount”) for the 2025 Event.
- 3.2 The Sponsorship Amount may be paid in full to the Organization at least two (2) weeks in advance of the Event. Notwithstanding County’s payment of the Sponsorship Amount prior to the Event, the Organization shall only be entitled to retain and shall have only been deemed to have earned the Sponsorship Amount after the conclusion of the Event and timely delivery of the completed and executed Post Event Report as required in Section 1.16 hereinabove and any required supporting documentation.
- 3.3 The Organization shall use and allocate the Sponsorship Amount solely for expenditures or obligations related to the Event as outlined in Exhibit “A”.
- 3.4 The Organization shall be responsible for any and all Event costs and expenses in excess of the total Sponsorship Amount incurred due to Event.

### **SECTION 4. Indemnification.**

- 4.1 The Organization shall indemnify, and hold harmless the County and its officers and employees, the Amelia Island Tourist Development Council, the Amelia Island Convention and Visitor’s Bureau from any and all damages, losses, liabilities, and costs, including but not limited to, reasonable attorneys’ fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Organization and other persons employed or utilized by the Organization in the performance of the Agreement.

### **SECTION 5. Compliance with Laws & Regulations.**

- 5.1 The Organization represents and warrants that it shall comply with all applicable state, federal and local laws and regulations relating to operation of the Event.

### **SECTION 6. Waivers.**

- 6.1 No release or waiver of any provision of this Agreement shall be enforceable against or binding upon a party unless in writing and executed by the releasing or waiving party. The failure of any party to insist upon specific performance of any of the agreements, terms, covenants, or conditions of this Agreement shall not be deemed a waiver of any rights or remedies that either party may have, or a waiver of any subsequent courses of actions or claims based upon breach or default of any of such agreements, terms, covenants, and conditions.

**SECTION 7. Relationship of Parties.**

7.1 The parties of this Agreement shall not be deemed joint venturers, agents, or partners of the other for any purpose because of this Agreement or for the transactions contemplated hereby.

**SECTION 8. Term.**

8.1 This Agreement shall commence when fully executed and shall remain in full force and effect until September 30, 2025.

**SECTION 9. Amendments.**

9.1 No provision of this Agreement may be modified, waived, or amended except by a written instrument duly executed by both parties.

**SECTION 10. Cancellation; Rescheduling; Force Majeure.**

10.1 Notwithstanding anything to the contrary contained herein, if the Event is canceled for any reason whatsoever, and the Event is not rescheduled as set forth in Section 10.2 below, then (a) this Agreement shall be automatically deemed terminated, (b) the Organization shall have no right to receive or otherwise direct the receipt of any portion of the Sponsorship Amount, and (c) the Organization must refund to the County all amounts paid by the County to the Organization pursuant to this Agreement within ten (10) business days following written request by the County. The Organization hereby waives and releases any and all claims it may have for breach of contract or otherwise arising out of such circumstances.

10.2 If the Event is canceled for any reason, within ten (10) business days of such cancellation, Organization shall notify County in writing whether the Organization intends to reschedule the Event to a date during County's current Fiscal Year (October 1 through September 30). If the Organization timely notifies County of its intent to reschedule the Event to a date within the current Fiscal Year, County and the Organization shall coordinate the replacement dates for the Event; provided, however, County shall not unreasonably withhold, condition, or delay its consent to dates requested by the Organization. If the Parties agree on rescheduled dates for the Event, such agreement shall be made in writing by the parties and treated as an amendment to this Agreement, with all references to Event herein to mean the new dates. If the Organization does not timely notify County that it intends to reschedule the Event within the time period stated in this section, the Event is deemed canceled and this Agreement is automatically deemed terminated as provided in Section 10.1 above.

10.3 Other than the Organization's obligations to refund the Sponsorship Amount as provided in Section 10.1 of this Agreement, which obligations are not waived by any event of Force Majeure (as defined in this paragraph), each Party's obligations under this Agreement shall

be temporarily excused by acts of God, such as fires, storms, lightning, floods, confiscations or restraints of government (civil or military), war, terrorism, strikes or labor disputes, civil disturbances, or any other cause that is not within the reasonable control of a Party, and not otherwise due to any negligence or willful misconduct by that Party (“Force Majeure”).

### **SECTION 11. Third- Party Beneficiaries.**

**11.1** Neither the Organization nor the County intends to directly or substantially benefit a third party by this Agreement. Therefore, the Parties acknowledge that there are no third-party beneficiaries to this Agreement and that no third party shall be entitled to assert a right or claim against either of them based upon this Agreement.

### **SECTION 12. Notices.**

**12.1** In order for a notice to a party to be effective under this Agreement, notice must be sent via U.S. first-class mail, hand delivery, or commercial overnight delivery, each with a contemporaneous copy via e-mail, to the addresses listed below and shall be effective upon mailing or hand delivery (provided the contemporaneous e-mail is also sent). The addresses for notice shall remain as set forth in this section unless and until changed by providing notice of such change in accordance with the provisions of this section.

#### **FOR AICVB:** **ATTENTION:**

Executive Director  
1750 South 14<sup>th</sup> Street, Suite 200  
Fernandina Beach, Florida 32034  
(904) 277-4369

#### **FOR ORGANIZATION:** **ATTENTION:**

Lisa Purvis  
Lpurvis@townofhilliard.com  
15859 West County Road 108  
Hilliard, FL 32046  
904.675.9513

All notices for the Organization shall be provided to the Organization through the contact person named on the Event or Project Sponsorship Funding Application (“Application”) at the address listed on the Application.

### **SECTION 13. Public Records.**

- 13.1** The Organization acknowledges that the County is a public agency subject to Chapter 119, Florida Statutes, and that the information and data the Organization manages under this Agreement may be public records in accordance with Chapter 119, Florida Statutes. If a court of competent jurisdiction determines that the Organization is a “contractor” for purposes of Section 119.0701, Florida Statutes, then the Organization shall comply with all requirements of Chapter 119, Florida Statutes. Failure to comply with this section shall be deemed a breach of this Agreement and enforceable as set forth in Section 119.0701, Florida Statutes. **IF THE ORGANIZATION HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE ORGANIZATION’S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6090, [RECORDS@NASSAUCOUNTYFL.COM](mailto:RECORDS@NASSAUCOUNTYFL.COM), 96135 NASSAU PLACE, SUITE 6, YULEE, FLORIDA 32097.**

**SECTION 14. Assignment.**

- 14.1** The Organization may not assign all or part of its rights or obligations under this Agreement without the prior written consent of County, which consent shall not be unreasonably withheld, conditioned, or delayed. Any assignment, transfer, or encumbrance in violation of this section shall be void and ineffective. If the Organization violates this provision, any portion of the Sponsorship Amount already provided to the Organization shall be immediately refunded to County upon demand and, in addition to any other rights and remedies County may have, County may immediately terminate this Agreement.

**SECTION 15. Governing Law and Venue.**

- 15.1** This Agreement shall be deemed to have been executed and entered into within the State of Florida and any dispute arising hereunder, shall be governed, interpreted and construed according to the laws of the State of Florida, the Ordinances of Nassau County, and any applicable federal statutes, rules and regulations. Any and all litigation arising under this Agreement shall be brought in Nassau County, Florida, and any trial shall be non-jury. Any mediation, pursuant to litigation, shall occur in Nassau County, Florida.

**SECTION 16. Entire Agreement; Severability.**

- 16.1** This Agreement sets forth the final and complete understanding of the parties. It is understood and agreed that there are no other representations with respect to this Agreement and this Agreement supersedes all prior discussions, agreements and understandings relating to this subject matter hereof. In the event any part of this Agreement is found to be unenforceable by any court of competent jurisdiction, that part shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

**SECTION 17. Human Trafficking Affidavit.**

17.1 In accordance with Section 787.06, Florida Statutes, the Organization shall provide to the County an affidavit, on a form approved by the County, signed by an officer or representative of the Organization under penalty of perjury attesting that the Organization does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.

*Please indicate your acceptance of the foregoing terms and conditions by signing and dating the space below and returning one fully executed copy of this Agreement to the County.*

**NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS**

**TOWN OF HILLIARD**

\_\_\_\_\_  
Signature

*Lisa Purvis*  
\_\_\_\_\_  
Signature

A.M. Huppmann  
\_\_\_\_\_  
Printed Name  
Chairman

Lisa Purvis  
\_\_\_\_\_  
Printed Name  
Town Clerk

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

1/8/2025  
\_\_\_\_\_  
Date

Attest to the Chairman's signature:

Approved as to form and legality by the Nassau County Attorney:

\_\_\_\_\_  
Mitch L. Keiter  
Its: Ex-officio Clerk

*Denise C. May*  
\_\_\_\_\_  
Denise C. May, County Attorney

**Amelia Island Convention and Visitors Bureau**

*Gil Langley*  
\_\_\_\_\_  
Signature

Gil Langley  
\_\_\_\_\_  
Printed Name  
President

\_\_\_\_\_  
Title  
1/7/2025

\_\_\_\_\_  
Date

# AMELIA ISLAND

## COME MAKE MEMORIES®

### Event/Project/Program Sponsorship Funding Application

Please complete the following to be considered for event/project/program sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail ([billing@ameliaisland.com](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Mariela Murphy at [mmurphy@ameliaisland.com](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

Name of Event/Project/Program: Vietnam Voices

Event/Project/Program Date(s): April 17-21, 2025

Event/Project/Program Location(s): Northeast Florida Fairgrounds, Nassau County

Funding Amount Requesting: \$5,000

Event/Project/Program Host/Organizer/Applicant: Town of Hilliard

Event/Project/Program Host/Organizer/Applicant Address: 15859 West County Road 108 | Hilliard, FL 32046

Contact Person: Alicia Head

Address: 37516 Oxford Street

Phone: 904.845.2733

Email: ahead@townofhilliard.com gwhittenburg@townofhilliard.com

**Event/Project/Program Information** \* See Attachment A  
Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

The Town of Hilliard is the primary sponsor of this event and has secured donations from businesses and individuals (monetary and in-kind)

A working budget sheet is being attached to this application Alicia Head (contact information above) is primary contact.

Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic and projected overnight visitation.

Vietnam Voices is a traveling replica Vietnam Memorial located in Washington DC. The wall

By virtue of not everyone having the ability to travel to DC, this will have a residual economic

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

The site/location to include parking and traffic plan will be supported by same method and re

The site/location to include parking and traffic plan will be supported by same method and re

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

As this event is over 6 months away, we would like to begin to use funds to advertise for the

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**Budget**

An event/project/program budget should accompany this application, and contain such items as available:

- amount being invested by the event/project/program host/organizer.
- an expense budget for producing the event/project/program.
- amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event/project/program.

Event/Project/Program Host/Organizer/Applicant Signature: Gabe Whittenburg Digitally signed by Gabe Whittenburg  
Date 2024 09 30 11 15 25 -04'00'

Date: 09/30/2024

Internal Use Only:
Date Received: <u>9/30/24</u>
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>\$5,000. -</u>

Vietnam Voices

Attachment A – questions continued:

**Detailed Description of the event & how it promotes Amelia Island tourism:**

Vietnam Voices is a traveling replica Vietnam Memorial located in Washington DC. The wall will be located at the NE Florida Fairgrounds for 5 days and will workers coming with the wall to set up and break down the wall. By virtue of not everyone having the ability to travel to DC, this will have a residual economic impact to the area. This is especially true of local veterans of the Vietnam Era. We anticipate thousands of individuals to come out to the Fairgrounds to view the wall - including many who may require overnight lodging. This does not include volunteers who may also be staying in the area.

**Logistical outline for event:**

The site/location to include parking and traffic plan will be supported by same method and resources as the NE Florida Fair.

**How will event sponsorship funds be used including media plan:**

As this event is over 6 months away, we would like to begin to use funds to advertise for the event upcoming in April 2025. Additionally, we would use funds to use the funds for floral decoration and ensuring the wall is on stable ground.

Donations				Expenses					
Name / Organization	Date	Amount	Column1	Name / Organization	Date	Amount	Column1	Column2	Column3
SCHWEND INSURANCE	2/12/2024	\$500.00		THE WALL DEPOSIT	2/15/2024	\$1,000.00	TOH PAID		
FAIRGROUNDS FACILITY	2/12/2024	\$0.00	NOT MONETARY	REMAINING BALANCE DUE UPON DELIVERY	4/17/2025	\$5,000.00	TOH		
CARROL/BOBBY FRANKLIN	2/15/2024	\$1,000.00		<del>WALL DECORATIONS (Plants, Level Ground for wall, Decorations)</del>		<del>\$2,500.00</del>			*TDC
BENSON BUBEN	4/3/2024	\$3,000.00	*	<del>FLAGS 5x8 (Qty:2,000)</del>		<del>\$550.00</del>			
RELIANT LOGISTICS LLC	4/3/2024	\$500.00		Memorbilia (american military historical society of florida)		\$2,000.00			
50/50 car show raffle	4/6/2024	\$1,234.00		Fuel		\$223.30		estimate per sheet	
HWH MARKET ( \$1,000)	4/8/2024	\$970.61	after fees	Hotel Stay (For 2)		\$1,000.00			
META PAYMENTS	4/8/2024	\$132.68		Per Diem		\$240.00		estimate per sheet	
VFW AUX	4/12/2024	\$1,500.00		VOLUNTEER SHIRTS		\$5,750.00			
JOHN CROW	4/25/2024	\$200.00	*	Advertising -Newspapers (WJ full page x2 + Insert Services ) TOH Website, Social Media		\$2,500.00			*TDC
CORNHOLE TOURNAMENT	5/31/2024	\$140.00		<del>Ceremony Brocures (Nassau Printing)</del>		<del>\$2,400.00</del>			
TIFFANY & LEVI HOLTON DONATION	6/3/2024	\$491.28		Housekeeping Supplies		\$1,000.00			
CORN HOLE	6/29/2024	\$260.00		Snacks/Waters/ Supplies for Volunteers		\$1,000.00			
HILLIARD YOUTH FOOTBALL	8/26/2024	\$1,000.00		Candles (Qty:2,250)		\$330.00			
				Bell To ring for Reading of the Names		\$7.00			
				Printing of Banners ( Hortons)		\$500.00			
<b>Total</b>		<b>\$10,928.57</b>		<b>Total</b>		<b>\$26,000.30</b>		<b>Difference</b>	<b>-\$15,071.73</b>
BENSON BUBEN	4/3/2024	\$3,000.00	In honor of Mr. Bruce Jones US ARMY VIETNAM & MR. TOM HOWE USMC VIETNAM						
JOHN CROW	4/25/2024	\$200.00	IN VIETNAM W 1ST MARINE AIR WING						