



SPONSORSHIP AGREEMENT
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND
AMELIA ISLAND MUSEUM OF HISTORY, INC.

This Sponsorship Agreement (“Agreement”) is entered by and between the Nassau County Board of County Commissioners (“County”) and Amelia Island Museum of History, Inc., (“Organization”) and overseen by the Amelia Island Convention and Visitors Bureau (“AICVB”) on behalf of the County for the purpose of promoting Amelia Island history programs and events (“Event”).

SECTION 1. Organization’s Responsibilities.

- 1.1 The Organization shall hold the Event which shall consist of several programs and events throughout the year, as outlined in the Request for Sponsorship (“Exhibit A”). The Event shall begin on October 1, 2024, and continue through September 30, 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 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.anclausland.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 Twenty Thousand Dollars (\$20,000.00) (“Sponsorship Amount”). The County’s performance and obligation under this Agreement is contingent upon an annual appropriation by the Nassau County Board of County Commissioners for subsequent fiscal years and is subject to termination based on lack of funding.
- 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 14th Street, Suite 200
Fernandina Beach, Florida 32034
(904) 277-4369

FOR ORGANIZATION:

ATTENTION:

Amelia Island Museum of History, Inc.
233 S 3rd Street
Fernandina Beach, FL 32034
Phyllis Davis – Phyllis@ameliamuseum.org

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, 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

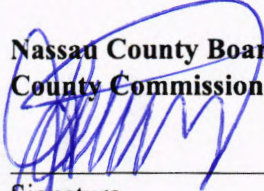
CM 3695

shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

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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**



Signature
John F Martin

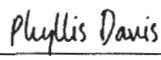
Printed Name
Chairman

Title

7/8/2024

Date

Amelia Island Museum of History, Inc.



Signature
Phyllis Davis

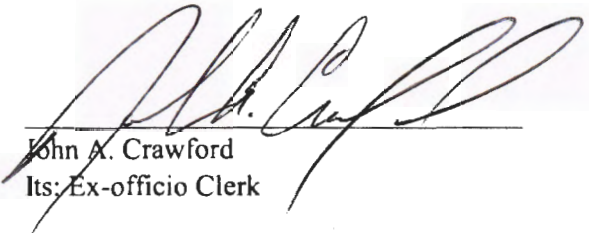
Printed Name
President

Title

6/3/2024

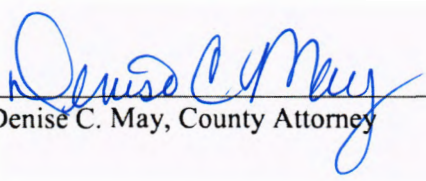
Date

Attest to the Chairman's signature:



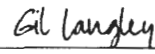
John A. Crawford
Its: Ex-officio Clerk

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



Denise C. May, County Attorney

Amelia Island Convention and Visitors Bureau



Signature

Printed Name
President and CEO

Title

5/29/2024

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 (tmurphy@ameliaisland.com) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: Amelia Island Museum of History

Event/Project/Program Date(s): October 1, 2024 - September 30, 2025

Event/Project/Program Location(s): Nassau County

Funding Amount Requesting: \$20,000

Event/Project/Program Host/Organizer/Applicant: Amelia Island Museum of History

Event/Project/Program Host/Organizer/Applicant Address: 233 S. 3rd Street, Fernandina Beach, FL

Contact Person: Phyllis Davis

Address: same as above

Phone: 904.261.7378, x. 101

Email: phyllis@ameliamuseum.org

Event/Project/Program Information

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.

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.

The Amelia Island Museum of History (AIMH) hosts over 25,000 guests per year through general admission, tours, monthly lecture series, and special events such as the Holiday Home Tour. Of those visitors who come through our doors to experience our exhibits and daily tours:

- 89% are from outside of Nassau County
- 65% are from out of state.

As a non-profit organization, the Amelia Island Museum of History (AIMH) relies in part on local and state grants for its operation. Local support is imperative for the Museum so that it may continue to serve the residents of Nassau County and its visitors effectively.

As a major tourist attraction for Nassau County, we are asking that you support our efforts with an investment of \$20,000 (3.7% of our total yearly budget) so that we may continue to heighten the experience of our visitors and heighten their desire to return often to Amelia Island.

In 2021 the Museum reopened after a \$400,000 renovation. A sampling of some of the new features included in the "re-imagining" include:

- A room dedicated to the natural history of our beaches, marshlands, and maritime forests. This room also includes an introductory video showing the beauty of Amelia Island and downtown Fernandina Beach.
- Pedro Zepeda, a Seminole carver, created a hand-carved 14 ft canoe that visitors can sit in, which creates a natural photo opportunity that they can share with their friends and family.
- A section on maritime life highlighting maritime occupations and industries.
- A section on historic preservation and the evolution of Amelia Island and Fernandina Beach in the Victorian era.

In addition to teaching our guests about the importance and uniqueness of our local history, the new exhibits highlight the effects of tourism in Nassau County, in particular in the "Amelia Next" area. Some of the elements include:

- The beginnings of tourism.
- Text panel discussing the importance of tourism in the area.
- Text panel highlighting local festivals.
- Text panel highlighting African American Vacationers at American Beach.
- Interactive touchscreen map table showing tourism-oriented things to do on the island including other attractions, restaurants, hotels, and nightlife.

AIMH encourages visitors to return not only through their experience at our physical location but also through walking tours, step-on bus tours, group experiences, and visitor-based fundraisers such as the annual Holiday Home Tour (now in its 18th year) and Cottages & Courtyards (a bi-annual event). Most recently AIMH has entered a partnership with the Amelia Island Genealogy Society to revive a fall event titled Graveside Chronicles. We hope that this event will grow and become a draw during one of the non-peak tourism seasons on Amelia Island.

Based on the American Association of Museums website

- Museums support more than 726,000 American jobs.
- Museums contribute \$50 billion to the U.S. economy each year.
- Seventy-six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60 percent more money on average than other leisure travelers.
- The economic activity of museums generates more than \$12 billion in tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in \$16,495 in additional tax revenue.
- Every direct job at a museum supports an additional job in the economy. This is a higher rate than many other industries.
- Museums and other nonprofit cultural organizations return more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government.

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.

n/a

n/a

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.

In the past, AIMH has focused on the Jacksonville and Atlanta markets with the majority of its visitors coming from out of state. AIMH has been expanding these markets to Orlando and the Villages with additional plans this year for Savannah, GA, and Bluffton, SC.

Currently, the Amelia Island Museum of History utilizes a multi-layered approach to marketing which includes:

- Print advertising
- Social media
- Email
- Website
- Radio

Print advertising typically consists of posters, brochures, rack cards, flyers, quarterly newsletters, and newspaper/magazine advertisements – all produced in-house. Posters, brochures, rack cards, and flyers are distributed via the I-95 Welcome Center, AICVB Welcome Center, hotels, and local businesses.

Emails, social media, and other grassroots advertising are used in conjunction with our print advertising. In addition, the museum's staff submits articles to our local newspaper and to a popular local blog, both of which have met with great success and increased visibility.

Radio advertising is reserved for special events such as the Holiday Home Tour which hosts 1500-2000 visitors each year.

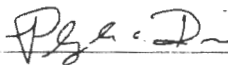
All advertising efforts will take place throughout FY 2024-2025. Attached to this application are several examples of marketing materials which include the Amelia Island TDC logo.

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: _____



Date: 03/22/2024

Budget

Category	Sponsorship Request	Matching Funds	Total Cost
Printing Expenses	1,000	2,100	3,100
Print Advertising	6,500	6,000	12,500
Website Updates and Maintenance	2000	1,200	3,200
Social Media Marketing	2500	2500	5000
Print and Graphic Design Salary	8,000	10,630	18,630
Other General Operating Expenses	0	391,935	391,935
Total Expenses	20,000	414,365	434,365
All Ticketed Admissions income including tours			204,300
Other income including memberships, gift shop, etc.			231,375
Total Income			435,675
Net Income			1,310

POINTS OF INTEREST

MUSEUM HISTORY
 Museum History: Open Ages When Not Open Ages
 Admission: \$10 Adults, \$8 Seniors, \$5 for the Military, \$2 Children
 (Closed until 10:00 AM on Wednesdays)

MUSEUM OF HISTORY
 where to find out more about it and what we offer that are outside
www.ameliamuseum.org

233 S. 3rd Street
 Fernandina Beach, FL 32034
 904.244.7378
www.ameliamuseum.org

17TH ANNUAL AMELIA ISLAND MUSEUM OF HISTORY
HOLIDAY HOME TOUR

December 1st & 2nd, 2023
 Visit five beautiful homes in Fernandina Beach,
 each decorated for the holidays.

Fluella Jolly
 NEWS & LEADER
 ISLANDER
 Jacksonville

Internal Use Only:

Date Received:

Approved: Yes / No

Amount: \$20,000

asset for Tourism & Education of FB & Amelia Island

Event/Project/Program Sponsorship Funding Requirements:

1. Only one request per event/project/program.
2. Requests cannot be for more than fifty percent (50%) of total event/project/program budget.
3. Approval of sponsorships shall be considered as one-time approvals and applicant should not assume that funding is pre-approved for subsequent years or amounts.
4. *A Post Event Summary Report* must be submitted to the TDC forty-five (45) days after completion of the event/project/program.
5. All sponsorship funds must go toward the event/project/program itself and must not be used to pay commissions, bonuses, or other incentives for fund-raising efforts by staff, volunteers, or other parties.
6. If, for any reason you are unable to purchase an item or service as approved in your application, you must notify the TDC and request to substitute another item or service.
7. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the application requirements shall be disqualified from submitting any future requests.
8. Sponsorship funds may not be used for political campaigns, political parties, or for lobbying.
9. All events/projects/programs funded shall be conducted in a nondiscriminatory manner and in accordance with local, state, and federal laws, rules and regulations related to nondiscrimination and equal opportunity. Applicant and its event/project/program shall not discriminate on the grounds of race color, religion, sex, age, national origin, ancestry, marital status, disability, sexual orientation, gender identity or expression, or any other protected category designated by local, state, or federal law. All events/projects/programs funded shall be accessible to persons with disabilities in accordance with the Americans with Disabilities Act and related regulations.
10. If awarded funding, applicant agrees that it will include the Amelia Island logo in advertising, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity if requested to do so. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
11. Any funds granted shall be subject to an audit by the Nassau County Clerk of Court and Comptroller or their authorized representative.