



SPONSORSHIP AGREEMENT
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND
NASSAU SPORT FISHING ASSOCIATION, INCORPORATED FOR THE
FERNANDINA BEACH KINGFISH AND FISHING RODEO
TOURNAMENT.

This Sponsorship Agreement (“Agreement”) is entered by and between the NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS (“County”) and NASSAU SPORT FISHING ASSOCIATION, INCORPORATED (“Organization”) to organize the FERNANDINA BEACH KINGFISH AND FISHING RODEO TOURNAMENT (Event), overseen by the Amelia Island Convention and Visitors Bureau (“AICVB”) on behalf of the County.

SECTION 1. Organization’s Responsibilities.

- 1.1 The Organization shall hold the Event which shall consist of activities as outlined in the Request for Sponsorship (“Exhibit A”). The Event shall begin on May 30, 2025, May 31, 2025, and June 1, 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 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 related activities.
- 1.5 The Organization shall provide all necessary equipment.

- 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 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 authorities.
- 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. 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 Ten Thousand and 00/100 Dollars (\$10,000.00) (“Sponsorship Amount”).
- 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 1.15 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 costs and expenses in excess of the total Sponsorship Amount.

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 November 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:

Terry Kelley
P.O. Box 16147 Fernandina Beach FL 32035
Phone: 770-355-1387
adtek@bellsouth.net

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 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**

**NASSAU SPORT FISHING
ASSOCIATION, INCORPORATED**



Terry Kelley

Signature

Signature

A.M. "Hupp" Huppmann

Terry Kelley

Printed Name

Printed Name

Chairman

Director

Title

Title

May 12, 2025

4/16/2025

Date

Date

Attest to the Chairman's signature:

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



Denise C. May, Esq., BCS

Mitch L. Keiter

Denise C. May, County Attorney

Its: Ex-officio Clerk

Amelia Island Convention and Visitors Bureau



Signature

Gil Langley

Printed Name President

Title

4/16/2025

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) 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: Fernandina Beach Kingfish & Fishing Rodeo Tournament

Event/Project/Program Date(s): May 30, 31st and June 1, 2025

Event/Project/Program Location(s): Parking Lot "A", 3 Front Street, Fernandina Beach 32034

Funding Amount Requesting: \$16,750

Event/Project/Program Host/Organizer/Applicant: Nassau Sport Fishing Association, Inc.

Event/Project/Program Host/Organizer/Applicant Address: P.O. Box 16147, Fernandina Beach, FL 32035

Contact Person: Mr. Terry Kelley, Director of NSFA

Address: P.O. Box 17103, Fernandina Beach, FL 32035

Phone: 770-355-1387

Email: adtek@bellsouth.net

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.

Terry Kelley, NSFA Director, 770-355-1387; Keith Davis, NSFA Tournament Director, 904-704-0195;

David Smith, NSFA President, 904-557-6374; Jef Bohn, NSFA Treasurer, 240-675-7328

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.

See Attached : NSFA Event Description & Reasoning For Funding

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.

See Attached : NSFA Site Plan & Logistics

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.

See Attached : NSFA Proposed Use of Funds if Granted

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: Terry Kelley

Date: January 22, 2025

Internal Use Only:
Date Received: 1/22/25
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: \$10,000

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.

DocuSign Envelope ID: 7E9CE90-43F0-4609-B912-21E49AF0A00C

Attachments – NSFA Sponsorship Request

NSFA Event Description & Reasoning For Funding

This year is the 42nd Annual Kingfish Tournament and Rodeo to be held by the Nassau Sport Fishing Association in Fernandina Beach. We are taking a bold step for the first time in 42 years by advancing the date to the beginning of the season. The tournament is being billed as the **“First out in 2025!”**. Our contest will be held from May 30th through June 1, 2025, with fishing on Saturday, May 31st. We are setting the stage for all of the kingfish tournaments throughout the southern United States. This will be a final opportunity to get the last-minute shakedown of boats, equipment and anglers done while providing the first payday of the three month summer season.

The contest has two parts; an Offshore Kingfish Tournament and an Inshore Fishing Rodeo. Our tournament is also sanctioned by the Southern Kingfish Association (SKA), a nationally recognized organization. As our format continues to take hold, we expect to see upwards of 150 registered boats . We also hope to see more than 2,000 spectators over the course of the event. The makeup of the tournament registered participants is a broad range of ages.

This year we hope to have a goal of at least 25 overnight stays through our Traveler Preferred Hotel Program. Participants will stay in a participating local hotel for 2 nights and enter the Offshore Kingfish Tournament. In exchange for entering the tournament they will receive a \$200 cash award and a chance to win the \$1,000 “Traveler” award for catching the largest kingfish.

In addition to tournament entries, we generate revenue from t-shirt sales, a silent auction, raffle, music and food and beverage sales. Our tournament objective is to promote Amelia Island as a great fishing destination, while generating revenue for local businesses, hotels, and restaurants as well as assisting NSFA in continuing to support the youth and community of Nassau County.

In 2024 NSFA awarded \$18,000 in scholarships and \$2,375 in donations for a total of \$20,375 to our community and its students. In 2025 our budget plans to give at least the same amount.

NSFA Logistical Considerations

A planned site map for the 2025 tournament is included here. Public parking will be utilized for attendees and tournament entrants. Fish entered in the tournament are

required to be brought to the weigh-in area by boat thus relieving the pressure on local traffic. A separate traffic plan will not be needed. We will hire City of Fernandina police officers and Fernandina Fire Department paramedics to provide security and first aid on site during the tournament hours. Beer only will be sold within the tournament location boundaries.

Attachments – NSFA Sponsorship Request

NSFA Logistical Considerations, contd.

Our sanitation plan consists of renting portable toilets (including handicapped accessible facilities) from Floaters and trash receptacles from Waste Management.

NSFA Use of Funds

The 2025 budget for the Kingfish Tournament and Rodeo is included here for your information.

This year, if we have the additional funding, we plan to expand our marketing efforts to reach outside of Nassau County proper. During 2024 approximately 30% of our participants came from Jacksonville, 20% from Georgia and the remainder from Nassau County. This year we want to focus more of our marketing efforts in the Jacksonville area and south to Daytona and north to Savannah, Georgia.

We plan, if funding is available, to increase Facebook ads, Instagram ads, Google ads and newspaper print ads in Jacksonville. We have an important date change in the tournament and we **must** get the word out to the target audience. The focus of these ads is to inform the reader of our date change as well as to promote the hotel incentives of our Traveler award program. If the increased funding is available, our participants' cash award would be increased to \$250 and the award for the largest kingfish caught by a participant would increase to \$2,000.

For an expanded Traveler Preferred Hotel Program, we would expect to spend \$8,000. We would also expect to spend an additional \$4,000 on social media and other advertising. We also would wish to spend up to \$2000 for Rick Ryals podcast ads, Tournament MC and Florida Sportsman radio ads. Other marketing material, banners and rack cards could be expected to cost around \$1500.



Nassau Sport Fishing Association, Inc.

Budget - FB Kingfish & Fishing Rodeo 2025

	TOTAL
Revenue	
Tournaments	
Kingfish & Rodeo Tournament	
Entry Fees	
Calcutta Receipts	15,000.00
Kingfish Tournament	32,350.00
Rodeo	3,000.00
Total Entry Fees	50,350.00
Fish Sales	4,150.00
On-Site Sales	
Beer-Coke-Water	1,800.00
Raffle	2,500.00
Silent Auction	3,500.00
Tee Shirts	4,600.00
Total On-Site Sales	12,400.00
Sponsorships	
Bronze	2,500.00
Gold	6,000.00
Platinum	7,500.00
Silver	4,200.00
Total Sponsorships	20,200.00
Total Kingfish & Rodeo Tournament	87,100.00
Total Tournaments	87,100.00
Total Revenue	\$87,100.00
GROSS PROFIT	\$87,100.00
Expenditures	
Tournament Expenses	
Kingfish & Rodeo Expenses	
Advertising	
Internet and Social Media	1,600.00
Newspaper and Magazine	0.00
Printing	300.00
Total Advertising	1,900.00
Brochures	
Printing	500.00
Supplies	100.00
Total Brochures	600.00
Captains Bags	100.00
Event Insurance	300.00
Food - Drink	



Nassau Sport Fishing Association, Inc.

Budget - FB Kingfish & Fishing Rodeo 2025

	TOTAL
Beer	1,500.00
Coke-Water	100.00
Tickets	50.00
Total Food - Drink	1,650.00
Prizes	
Calcutta Payouts	12,000.00
Junior Angler	1,880.00
Kingfish	20,400.00
Lady Angler	1,720.00
Rodeo	2,100.00
Total Prizes	38,100.00
Raffle	25.00
Shirts, Towels	4,800.00
State Sales Taxes - Rodeo	150.00
Tournament Site	
Licenses & Permits	95.00
Misc	847.00
Portable Toilets	1,625.00
Security	2,200.00
Signs	1,000.00
Tents	4,800.00
Total Tournament Site	10,567.00
Volunteers	
Meal Tickets	500.00
Planning	600.00
Total Volunteers	1,100.00
Weigh-In	
Emcee	300.00
Marine Biologist	400.00
Weigh Tickets/ scales	160.00
Total Weigh-In	860.00
Total Kingfish & Rodeo Expenses	60,152.00
Total Tournament Expenses	60,152.00
Total Expenditures	\$60,152.00
NET OPERATING REVENUE	\$26,948.00
NET REVENUE	\$26,948.00

Rodeo Site Plan - 2025

