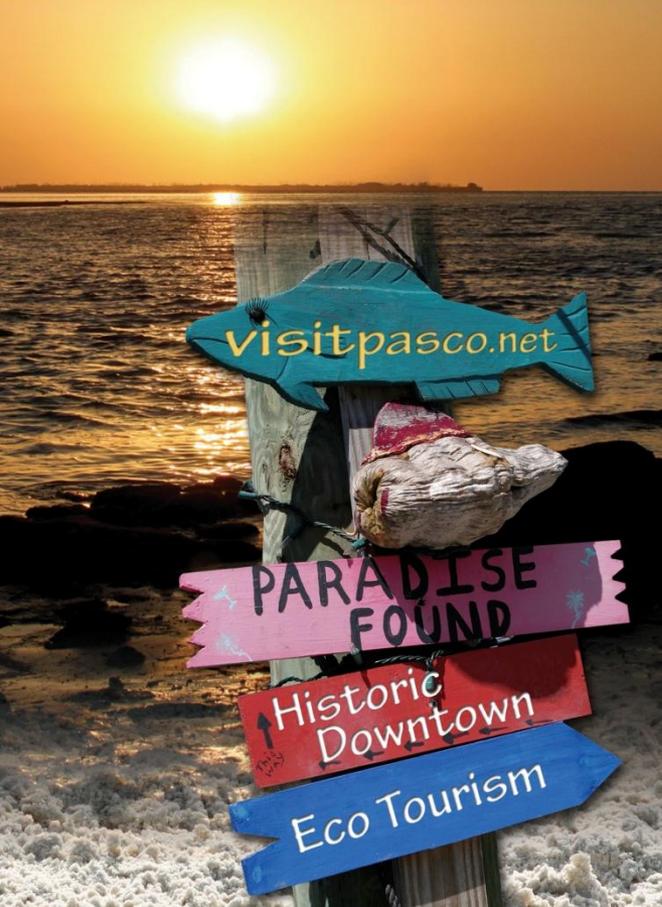


# PASCO

County  
Florida

it's only natural.



## Amateur Sports Development & Marketing Roundtable Regional Collaboration Committee November 16, 2012

**Eric Keaton**

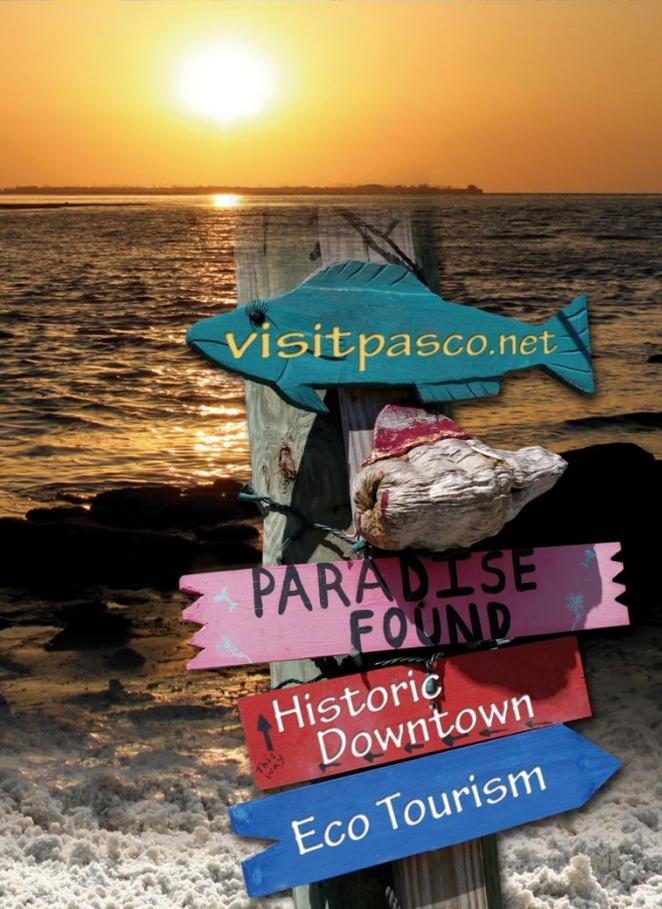
Public Communications Manager  
Pasco County Office of Tourism Development

1. Current focus on marketing and events hosting?
2. Future plans, changes, new events?
3. Four counties collaborate to expand the entire amateur sports hosting/events business?

# PASCO

County  
Florida

it's only natural.



Branding Roundtable  
Regional Collaboration Committee  
November 16, 2012

## Marketing / Branding

*"Bringing  
Opportunities  
Home"*



**PASCO**  
television

**PASCO**  
COUNTY *fl*

**PASCO**  
County  
Florida

**PASCO**  
County  
Florida



It's only natural.

*Dade City ~ New Port Richey ~ Zephyrhills*

Sport is our nature.



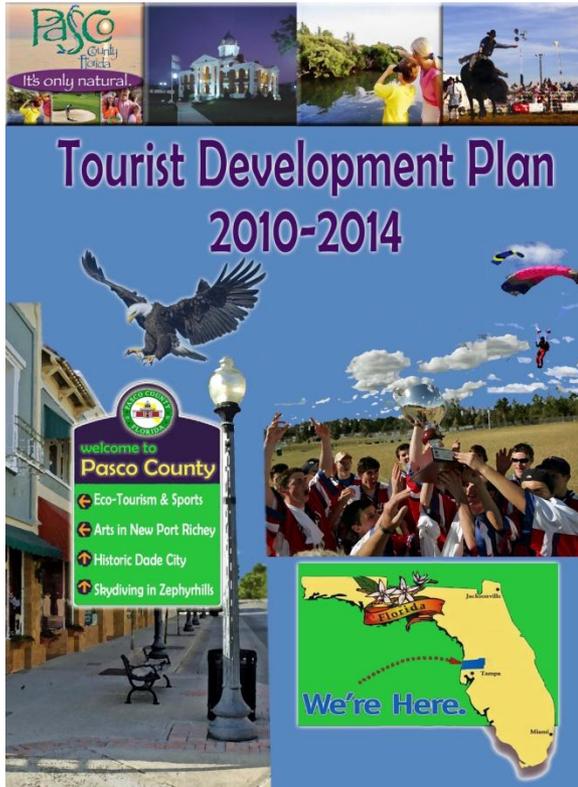
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Regional Collaboration Committee  
November 16, 2012

Current focus on marketing and events hosting?

Promote County as Sports and Travel Destination

Host **destination events**

- Dances with Dirt
- Dick's Sporting Good's TOC Lacrosse
- FHSAA State Cross Country and Weightlifting
- Gran Fondo Central Florida (Cycling)
- National Championship Bare Dare 5K at Caliente Resort
- Powerman Duathlon
- Ragnar Relay
- Savage Race, Pretty Muddy, Mud Crusade, Filthy Fun Run and Zombie Run
- Super Y Soccer with *Tampa Sports Commission*
- Score at the Shore with *Tampa Sports Commission*
- Southern Region Speed and Artistic Skating
- Sunshine Shootout (Floor Hockey)
- Tampa Bay Inline Speed Skating
- Tough Mudder Florida











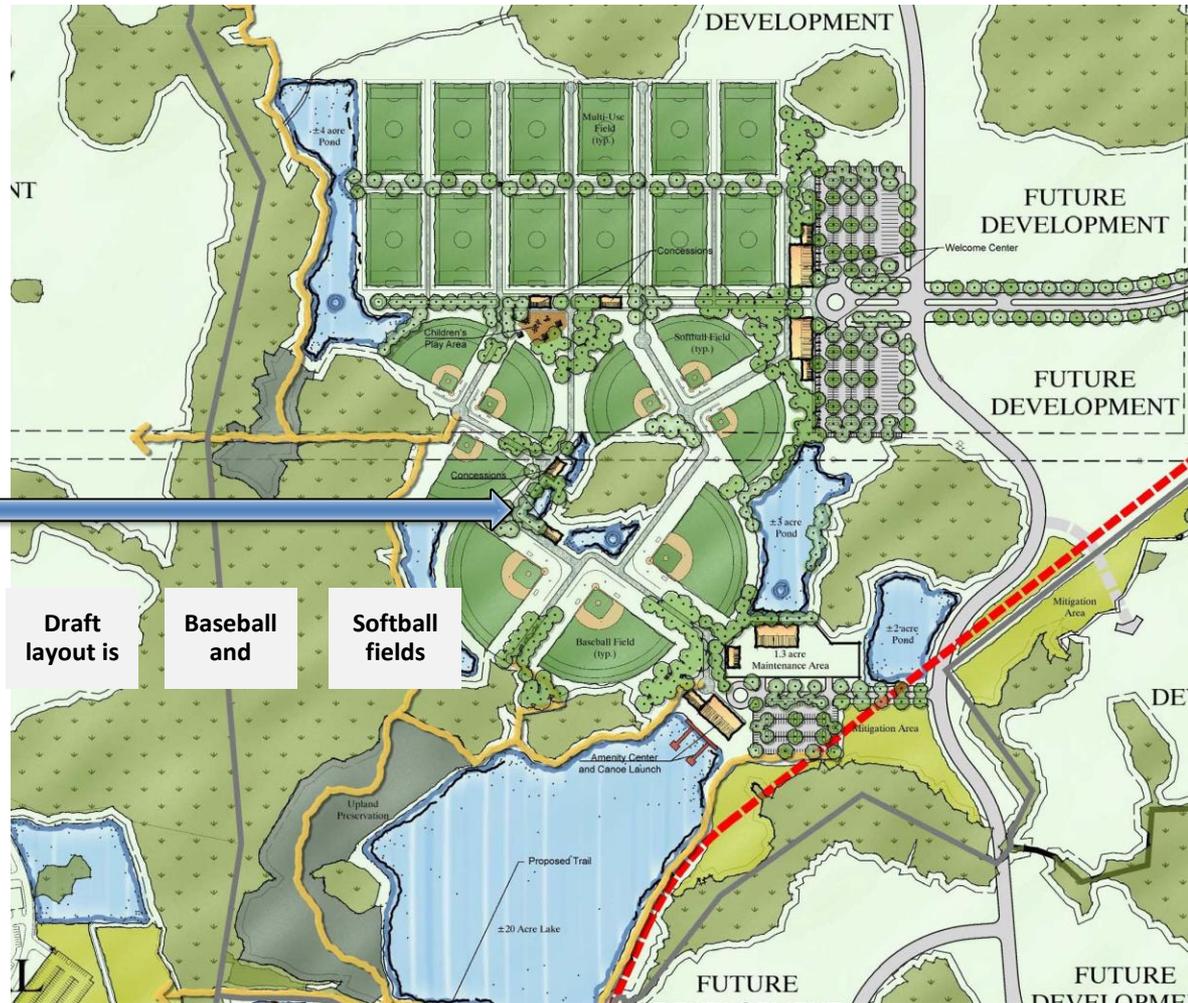
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Regional Collaboration Committee  
November 16, 2012

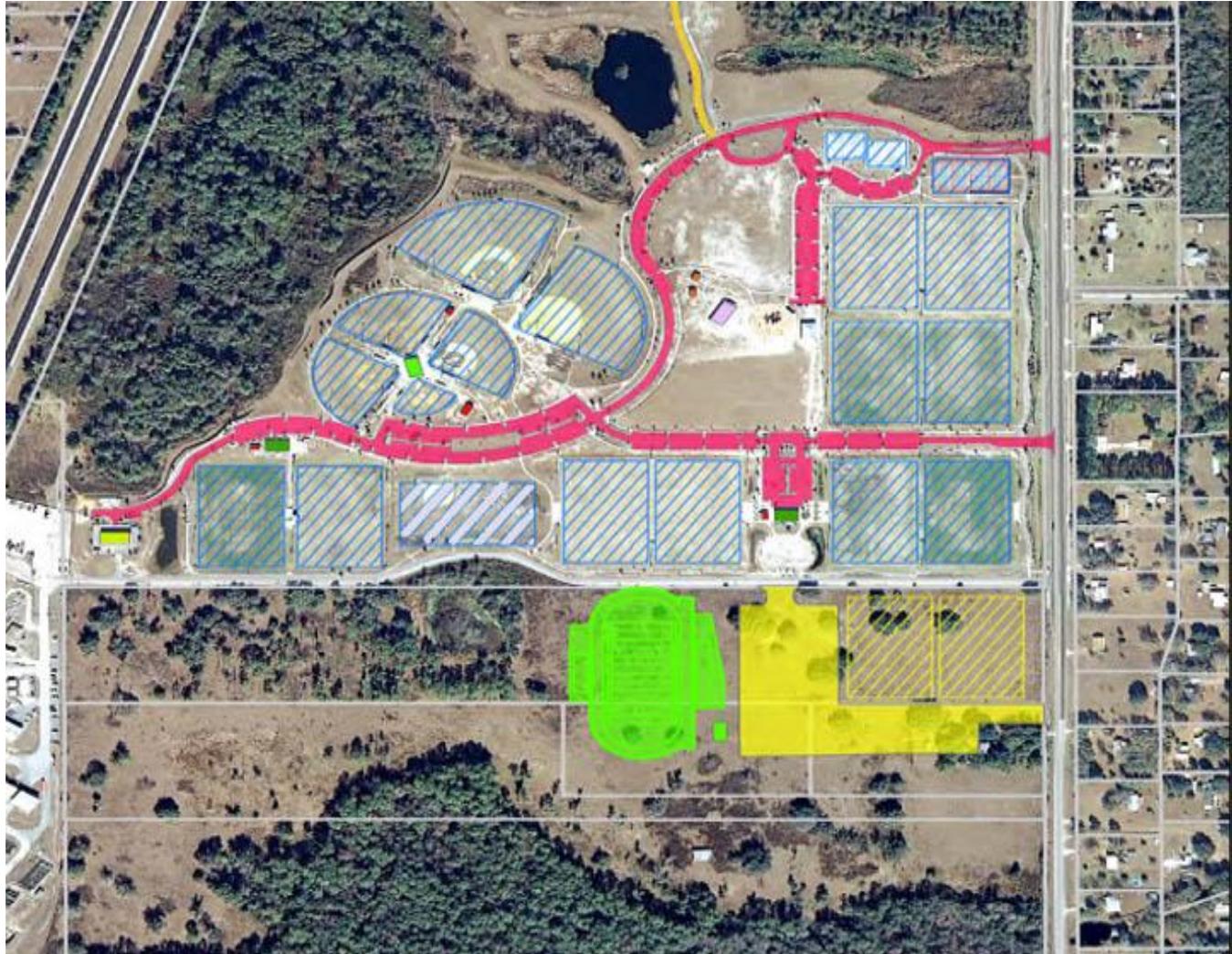
**\*\*DRAFT\*\***

Future plans, changes, new events?



Branding Roundtable  
Regional Collaboration Committee  
November 16, 2012

\*\*Draft\*\*





Branding Roundtable  
Regional Collaboration Committee  
November 16, 2012

Four counties collaborate to expand the entire amateur sports hosting/events business.

1. Work with Florida Sports
2. ADRENALINE Sports FAM Tours
3. Microsites
4. Social Media
5. Joint Bids for Events