



INDIANA SPORTS AND TOURISM BID FUND PROGRAM CRITERIA

Administered through Indiana Sports Corp, the State of Indiana has designated funds that are available for sports-related or tourism organizations to support and enhance sports tourism and tourism events held in Indiana. The goal of the program is to assist communities in attracting high-quality events to generate significant economic impact through participant spending. Support from the Indiana General Assembly and Indiana Sports Corp make these funds possible.

FUNDING

- The Bid Fund program aims to give competitive advantage to sports commissions, destination marketing organizations, college/universities, or Local Organizing Committees when bidding on and hosting events and incentivize event owners to bring events that are beneficial to the state economy.
- First-time events to a location will receive preference.
- Bid Fund monies are not intended to cover operational expenses for an event year-after-year. However, consideration will be given to events that may be moved out of Indiana because of financial support. A competitive bid process will likely factor into decisions related to repeat events.
- Funds must be used for the expenses that the staff approves in the application. Examples of allowable expenses include:
 - Fees that are charged by a site selection organization and that must be paid as a prerequisite to holding the event, including hosting fees, sanctioning fees, participation fees, or bid fees.
 - Costs for performance bonds or insurance required for hosting the event.
 - Public safety expenses or security related expenses related to the event.
 - Advertising expenses for advertising the event and its locations.
 - Administrative costs and facility use costs.
 - Costs for preparation of an economic impact analysis for the event.
 - Costs of transportation or parking services for the event that exceed the revenues earned from providing the transportation or parking for the event.
 - Other costs specified in the event support contract as necessary for the hosting of the event.
 - Improving, constructing, renovating, or acquiring facilities that are directly associated with or attributable to fulfilling obligations of the event contract.
 - Acquiring an ownership interest in the event.



REQUIREMENTS

- Event/Project must be held in Indiana.
- Applicant must be a sports commission, destination marketing organization, college/university, or an incorporated Local Organizing Committee (LOC).
- Funds must be used for a sporting event, tradeshow, convention, or other similar event.
- Event is awarded as part of a selection process.
- The Indiana location is the only site for the event, or it is the only site for a region composed of Indiana and one or more states.
- Event cannot be held more than one time per year in Indiana or another state.
- Application must be thorough and include all necessary attachments.
- Include information explaining the purpose of applying for funds and how funding support will help grow sports tourism and investment in Indiana.
- If an event/project is denied funding, the applicant cannot reapply for the event/project in the same year. In some cases, staff may request additional information prior to making a decision. Follow-up review decisions are final.
- If applying for funds for a capital project, must have proof of an upcoming event for which the capital investment is necessary and a contract for the event should the capital project be completed.

ADDITIONAL CONSIDERATIONS

Indiana Sports Corp may use the following additional considerations when determining the distribution of funds in addition to the requirements stated in SB 245:

- Exposure Bid Fund use brings to Indiana
- Economic impact of 25 times the investment from the fund
- Media exposure to Indiana and the hosting community
- Community Impact
- What other resources are being contributed to the event
 - From the requesting entity
 - From the private and public sectors
- Potential of an emerging opportunity/innovation bringing further options for Indiana
- Alignment and support of the 2050 Sports Vision



RECOGNITION

- If applicable, IN Indiana marketing campaign and Indiana Sports Corp should receive the same benefits as sponsors at the same giving level. In the application, please indicate the ways you could recognize the organizations, i.e., event program, website, videoboard, social media, etc.
- Fund recipients will receive graphics or assets to display at the event.
- Indiana Sports Corp and IN Indiana videos are also available to be played at the event.