

Applications must be completed in full and include all requested supporting documents. Incomplete applications may not be accepted. All applications are reviewed by Tourism Nanaimo and the Nanaimo Sport Tourism Committee. Application questions are available year round and organizations are encouraged to use this document to draft their responses before submitting in the official form.

Application Questions:

Updated January 2026

1. Organization Information

- Organization Name:
- Organization Address (in full):
- Organization Phone Number:
- Organization Type:
- Applicant Name:
 - Email:
 - Position:

2. Event Information

- Event Name:
- Event Start Date:
- Event End Date:

Scope or Classification of Sport:

- Please indicate the scope/classification of the event:
 - Local (primarily or totally Nanaimo participants)
 - Regional (participants from Duncan to Courtenay)
 - Vancouver Island (participants coming from all over VI)
 - Provincial (participants coming from across the province)
 - National (participants from across Canada)
 - International (participants coming from outside of Canada)
 - Invitational (where teams or athletes participate by invitation only)
 - Other (please specify):

- Please indicate the level of competition of the event:
 - Recreational/entry-level
 - Competitive community/club
 - Advanced competitive
 - Elite/high performance
 - Professional/international elite
- Is your event sanctioned by the appropriate provincial or national sport organization?
- Venue(s):
- Is this a new event or expansion or existing initiative?
 - If existing, how many years in operation?
 - If expansion, please describe the changes and upgrades to the event.
- Event description and purpose:
 - Please attach an event plan, including an event schedule. Tentative/draft is acceptable.
- How will this event be marketed/promoted?
 - Please attach your marketing/promotional plan.
- What sustainable benefits are generated by the event for the host city and region? (ex. event uniqueness, awareness of facilities, community pride, community awareness).
- Please include a legacy plan for any financial surplus from your event.
- What do the number of volunteer opportunities look like for your event?
 - Please give an estimated number of volunteers you will require, and what types of opportunities will be available.
- Is your event private/invite only, paid/ticketed, or free to attend? Please explain.

3. Attendance information

- Have you hosted this event previously? If yes, when?
- Does your event support underrepresented groups? If yes, please explain.
 - *Note: For the purposes of this program, underrepresented groups are individuals or communities that have been historically or systemically excluded from equitable access to sport participation, leadership, or hosting opportunities due to social, economic, cultural, or structural barriers. For example: Indigenous peoples, persons with disabilities, 2SLGBTQIA+ communities, newcomers and racialized communities, and individuals facing economic barriers.*
- Total past attendance:

- Total attendance:
- Total past out of town attendance:
- Hotel room nights within the City of Nanaimo:
- Anticipated attendance for current event:
 - Total attendance:
 - Total out-of-town attendance:
 - Hotel room nights within the City of Nanaimo:
- Anticipated partner hotels:
- Please describe your room night tracking method (ex. room booking promo codes, online ticket sale tracking, in-person tracking, CRM tracking):
- Please describe how you will track your events attendance and origin of attendees:

4. Funding Information

- Requested funding amount:
- Have you received funding from the Nanaimo Hospitality Association in the past? If so, when, and how much was received?
- Are you requesting funding or have you received funding in the past through government, municipal/city grants/or other funding sources?
 - If yes, please provide details (source, amount). Do not include funds allocated by your organization.
 - *Note: Misrepresentation of funding could result in loss of funding and disqualification from any future funding.*
- Do you have any other established community funding partnerships/sponsorships? If yes, please explain.
- Please outline any other non-funding related community partnerships that you have (ex. in-kind, marketing, etc).
- Provide an explanation of how the Sport Hosting Grant funds will be allocated if you are successful.
 - *Note: Be sure to include this in your budget spreadsheet as well.*
- Please attach your detailed budget document (template provided).

5. Recognition of Tourism Nanaimo

- Explain the sponsorship benefits that Tourism Nanaimo will receive for supporting your sporting event.
 - *Note: Sponsorship benefits could include passes to the event, amplification of Tourism Nanaimo on organizing website, logo placement, designated booth allotment for Tourism Nanaimo Visitor Services staff, etc.*

Other Required Information

- Proof of insurance with Tourism Nanaimo named as a third party (required if your application is successful)
- A copy of the [Tourism Nanaimo Supplier Non-Discrimination Policy](#) will be included in your partnership agreement. Please read over it and ensure your event can adhere to the policies therein.
- Post-Event Report within 30 days of event completion.

Agreement

By submitting this form, I understand that upon approval of requested funds I will be required to sign a formal agreement. The Termination Agreement states in part: “Should the organizer alter, change or not deliver on these criteria, or should the event not take place in part or in whole as outlined on the application form and supporting documentation, the organizer is bound to refund all monies received from Tourism Nanaimo plus applicable taxes directly to Tourism Nanaimo within 30 days of written demand being given by Tourism Nanaimo.”

Upon receipt of your application you will receive a confirmation email including a satisfaction survey. Please fill out the survey to improve our application process in the future.