



Richmond Region Tourism Sports Tourism Grant Program

Application

Sports tourism grants are awarded to help incubate new events or expand promotion of existing events to increase potential visitors from outside of the Richmond Region, whether they are in the form of teams, participants, spectators or accompanying family members. Any grant dollars awarded to your organization should be spent on marketing your event or enhancing the visitor experience to entice visitors to return to the Richmond Region for a future event or as a leisure traveler.

*Please note that this Sports Tourism Grant Program has a finite amount of dollars that can be awarded. It will be a competitive process and your answers in this application will be vitally important to the review committee. Any organization can apply for up to \$2,500, but your awarding amount, if any, is not guaranteed year to year.

The Application Process

1. Organizations wishing to apply for a sports tourism grant are asked to follow the format provided in this application.
2. Completed applications are due **February 15, 2021** for events occurring in 2021.

Attn: J.C. Poma
Richmond Region Tourism
401 N. 3rd Street
Richmond, VA 23219
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Phone: (804) 783-7421



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The Review Process/Awarding of the Grants

1. All proposals will be reviewed by a Richmond Region Tourism Committee:

Here is a sample evaluation criterion on which each proposal will be graded:

<u>Factors</u>	<u>Maximum Score</u>
Future plans to increase the number of visitors, attract more teams, add new events etc.	40 points
Hotel room nights, overnight visitors, and/or economic impact of event. (Information obtained from Event Verification Form(s) – See Appendix A)	25 points
How will your event drive awareness to attract future outside events to the Region?	10 points
Plans to attract media attention (more points for media outside of the Richmond Region)	10 points
Does the event showcase the Region as a multicultural hub for sports of all types and athletes of all abilities?	10 points
Do you plan to operate this event for multi-years?	5 points

2. Each organization must submit a completed Post-Event Review Form for each event listed in this application, as well as a W-9, within thirty (30) days after the completion of the event to receive payment. If an organization has multiple events within the year, payment most likely will not occur until after the final event (unless otherwise noted).



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Organization Information:

Organization Name:

Total Amount requested: (\$250 - \$2,500)

Event(s):

Contact Information:

Submitted by:

Address:

Phone:

E-mail:

I. Statement/Acknowledgment of Grant Policy

In submitting this bid, the organization applying for the grant agrees to the following:

- If awarded a cash grant, the financial support will be applied to help increase the number of participants, spectators and/or visitors to the Richmond Region.
- If awarded a cash grant, the organization agrees to provide Richmond Region Tourism an Event Verification Form for each event(s) with this application and the Post-Event Review Form and a W-9 within 30 days after the completion of your event.
- If awarded a cash grant, the organization (or its affiliated housing bureau) agrees to work with Richmond Region Tourism on promoting hotel information to attendees. (If you wish to partner with a housing bureau, we can assist in that connection).
- Richmond Region Tourism is working with a potential partner to help underwrite these grant costs and increase support in future years. If a partner comes forward, the organization agrees to consider simple partnership requests as requested. (Ex. Consider using a partner's athletic trainers if the partner were to be a medical partner or putting up an on-site banner etc.)

II. Event Information

- A. Please fill an Event Verification Form for each event(s) and submit with this application. This form will help estimate the amount of hotel room nights and subsequent economic impact of your event.
- B. Describe the event(s).

C. Please describe how you will use this grant to promote your event to increase the number of visitors, attract more teams, etc. (Please be prepared to document in the Post-Event Review Form how you used the cash grant to promote your event)

D. How will your event drive awareness to attract future events to the Region?

E. If this will be the first year this event is held, why do you think there is a market for your event?

F. What plans do you have to attract media attention to your event?

G. How will this event showcase the Region as a multicultural hub for sports of all types and athletes of all abilities and demographics? (Ex. A niche sport, event marketed to a diverse attendee base, etc.)

H. Do you already plan for your event to return in 2022 and beyond?