



## Sports Grant FAQs

- **What services do you provide for events that receive grants?**
  - Vendor sourcing (for example: tables, tents, chairs rentals, DJs)
  - Food truck scheduling
  - Graphic Design
  - Visitor information
  - Quotes
  - Community Connections
  - Auxiliary events: catering, event space, etc.
  - Activities during the event: photobooth, yard games, etc.
- **Do you offer assistance with hotels?**
  - Yes! We can assist you with booking hotels and we can connect you with housing bureaus.
- **Can I apply for multiple events?**
  - No, but please list all your events in the events section of the application. While we can only award a sports grant for one event, we can still assist with complimentary event servicing.
- **What are the factors for scoring the sports grant application?**
  - See page 3.



## **Sports Grant FAQs** cont.

- **What happens after I submit my application?**
  - You will receive a confirmation email. The grant committee will review your application and notify you of a decision in December. A staff member may also reach out with questions or clarifications.
- **Is the grant funding upfront or reimbursed?**
  - Grant funds are provided post-event upon receipt of a final report and documentation.
- **Who is eligible to apply for the sports grant?**
  - The sports grant is only available for events hosted by local organizations.
  - To be eligible:
    - Your business or organization must be physically located within the Richmond Region (City of Richmond, Chesterfield county, Hanover county, Henrico county, New Kent county, Town of Ashland, or Colonial Heights).
    - The event itself must take place in the Richmond Region.
    - Out-of-town organizations are not eligible to apply, but please still reach out to Morgan Stanley to talk about other possibilities.
  - If you're unsure whether you qualify, please reach out to our team before applying.

Factors	Maximum Score
<p>Plans to increase visitors, attract teams, and add new events.</p> <p>Applicants should detail:  Marketing strategies = <b>10 points</b>  Local collaborations = <b>10 points</b>  Other details to enhance visitor experience = <b>5 points</b></p> <p><i>**Returning applicants must demonstrate the impact of prior funding and plans for continued growth.</i></p>	25 points
<p>Hotel room nights, overnight visitors, and/or economic impact of event. (Information obtained from Event Verification Form at the end of application)</p> <p>Under 500 total room nights = <b>12 points</b>  501 to 1,000 total room nights = <b>14 points</b>  1,001 to 1,500 total room nights = <b>16 points</b>  1,501 to 2,000 total room nights = <b>18 points</b>  2,001+ total room nights = <b>20 points</b></p>	20 points
<ul style="list-style-type: none"> <li>• Is the event sanctioned by a NGB, National Operator, Conference Championship or an Important Championship in the Sport? = <b>5 Points</b></li> <li>• Is the event utilizing a partnership with a college or university in the Richmond region? = <b>5 Points</b></li> <li>• Is the Sport or Venue of importance to a local jurisdiction partner? = <b>5 Points</b></li> </ul>	15 points
<ul style="list-style-type: none"> <li>• Does the event's mission align with DEI principles? Are there formal DEI Policies in place within the organization hosting the event? = <b>10 points</b></li> <li>• Are diverse communities (race, gender, ability, LGBTQ+, etc.) represented in the event? = <b>10 points</b></li> <li>• Are the programs accessible to people with disabilities (ramps, elevators, sign language interpreters, etc.)? = <b>10 points</b></li> </ul>	30 points
<ul style="list-style-type: none"> <li>• Does the client plan to operate this event for multiple years? = <b>5 points</b></li> <li>• Has this event been operating for more than 2 years? = <b>5 points</b></li> </ul>	10 points



# Application Overview

## Organization Information

1. Organization Name:
2. Organization Website:
3. Total amount requested (\$500-\$2,500):
4. Name of event that you're submitting a grant application for\*:
5. We can only award a sports grant for one event, are there any other events we can still assist with complimentary event servicing?:
6. Name of person submitting the application:
7. Physical Address 1:
8. Physical City:
9. Physical State:
10. Physical Zip:
11. Phone Number:

# **Application Overview** cont.

## **Sports Grant Application**

1. Describe the event:
2. Please describe how you will use this grant to promote your event to increase the number of visitors, attract more teams, etc.
3. Describe how grant will promote your event:
4. Market for your event:
  - If this will be the first year this event is held, why do you think there is a market for your event?
5. Showcase the Region:
  - How will this event showcase the Region as a multicultural hub for sports of all types and athletes of all abilities and demographics?

# Application Overview cont.

## Event Verification Form

1. Event Name:
2. Event Date(s):
3. Organization Name:
4. Which applies to your event (**SELECT ONLY ONE**):
  - Team Event - (for example: baseball/basketball/volleyball or other team sports)
  - Individual Event - (for example: races, runs, etc.)
5. Number of Support Individuals:
  - (family, coaches, parents, staff, etc.)
6. Number of participants/athletes **OR** teams expected to compete in the event:

## Total Attendance

1. Based on your experience with the event, please give us an approximate **percentage** of out-of-town attendees (50 miles from Richmond and greater):
2. Based on your experience with the event, what **percentage** of out-of-town attendees will travel by air?

# Application Overview cont.

## People Per Room

Of the out-of-town attendee numbers, please give an approximate percentage that best describes your hotel accommodations

(NOTE: Youth events typically sleep four people to a room, while participants with a professional event sleep one person per room.)

Please enter (0) if a box is not applicable. **The below numbers MUST add up to 100%:**

- How many rooms with 4 people:
- How many rooms with 3 people:
- How many rooms with 2 people:
- How many rooms with 1 person:

## Event Days

Of the out-of-town attendee numbers, please give an approximate percentage that best describes your hotel accommodations.

Please enter (0) if a box is not applicable. **The below numbers MUST add up to 100%:**

- Number of participants staying 1 night:
- Number of participants staying 2 nights:
- Number of participants staying 3 nights:
- Number of participants staying 4 nights:
- Number of participants staying 5 nights:
- Number of participants staying 6 nights:
- Number of participants staying 7 nights:
- Number of participants staying 8 nights: