

GRANT APPLICATION

New for fiscal year 2024, please review the Grant Policy. The intent of the grant is for new business development and not intended to become subsidies for long-standing events.

The RACVB Grant Program is designed to assist host organizations in attracting events or group sports events which will bring significant out-of-area economic impact to the Rockford region. The applicant must demonstrate that "but for" the grant award, the event will not be successful.

ORGANIZATION INFORMATION

Organization Name:

Address:

City:

State:

Zip:

Phone:

Fax:

Website:

Email:

CONTACT PERSON

First Name:

Last Name:

Title:

State:

Zip:

Address:

Primary Phone:

City:

Email:

GENERAL EVENT DATA

Name of Event:

Date of event:

Total attendees expected:

Total hotel room nights expected (include per night room flow):

Number of attendees for last two events:

Are you able to give attendee zip codes to RACVB after your event? Yes No

ALLOWABLE EXPENSES

Grant funds can be used to off-set facility costs, advertising, and promotions of the event. Amount of financial assistance requested: **(\$3,000 max)**

Please explain how these funds will be allocated towards your event:

Provide a narrative of the event, including but not limited to the following:

- How you plan to promote the event (marketing plan)
- What promotional considerations will RACVB receive in return for the sponsorship

ALLOCATION CRITERIA

Grant allocations are based on the event’s ability to demonstrate success in the following areas: **room night stays** in the region; **total visitors**; **off-season (need time) impact**; **branding and marketing reach** from the event and event organization; and **opportunities for area residents to participate** (driving growth of sports and social impact locally).

Applicants who are awarded grant funding must sign an RACVB letter of approval that states event grant terms. This letter will outline terms including, but not limited to, appropriate use of funding, marketing return on investment afforded to RACVB, and providing a post event economic impact report that reflects team registration and hotel pick-up.

We, the undersigned, hereby certify all information with our application is true and correct.

Authorized Signature: _____

Applicant Title:

Date:

