

## SPORTS MARKETING GRANT PROGRAM

### OBJECTIVE:

The Sports Marketing Grant Program is available for athletic events consisting of competitions, exhibitions, tournaments, and other sports-related events taking place in the City of Virginia Beach. The Sports Marketing Grant Program is designed to promote and grow new/beginning sporting events. The goal of hosting an event in Virginia Beach is to:

- Generate year-round overnight visitation
- Contribute to the quality of life in Virginia Beach through sport
- Generate regional and/or national media exposure for the City
- Increase out-of-area economic impact

### DESIRED OUTCOME:

To attract high quality, amateur and professional sporting events, conferences and meetings. In turn, advance and promote year-round tourism, economic impact and quality of life in the City of Virginia Beach through sport.

### POLICIES & PROCEDURES:

- Applications must be completed using the form provided. Additional information that is required or requested may be attached to the application.
- Grant applications must be received for review at least **60 days** prior to the event and before the deadline listed below.
- The Sports Marketing Grant Committee will review and determine potential funding status of an event. The committee meets three times a year:  

February          June          October
- Approved applications will receive a Partnership Overview (POV) through Adobe Sign. At the conclusion of the event, you are required to complete the SM Grant Post Event Form also sent through Adobe Sign. Payment reimbursement will only happen once all appropriate paperwork is submitted.
- The maximum amount the grant committee can award is **\$10,000.**

## ***ALLOWABLE EXPENSE***

- Promotion, Marketing, and Programming
- Paid advertising and media buys **outside of Hampton Roads**
- Production and technical expense
- Site fees/costs (labor, rentals, insurance, security, maintenance, etc.)
- Rights fees, sanction fees and **non-monetary** awards
- Travel for special officials or performers
- On-site hospitality (not including alcohol)

## ***DISALLOWABLE EXPENSE:***

- General operating or administrative expenses including staff and officials traveling to solicit events
- Building, renovating, and/or remodeling a facility
- Purchase of permanent equipment
- Debts occurred prior to the grant
- Printed programs which solicit advertising
- Off-site hospitality or social functions which include alcohol
- Expenses of a City of Virginia Beach sports team or organization traveling outside of the area to compete.

## **OVERVIEW OF GRANT TERMS**

- Include the Virginia Beach logo and VBSports website on all advertising materials
- Allow Sports Marketing to hang signage at the event
- Complete an accurate accounting of the event's financial activity to Sports Marketing within 60 days of the event or by June 30, whichever comes first (a post event form will be sent through Adobe Sign)
- Agree to notify Sports Marketing immediately if the event is canceled, rescheduled or downsized.
- The City reserves the right for additional sponsorship considerations as mutually agreed upon. For example: additional VIP passes for City Council, visiting City guests, etc.
- ONLY Virginia Beach hotel rooms will be considered in the "Room Night" counts for your application.

### **For additional information, please contact:**

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