

Sports Marketing Event Support Fund

Applications must be received for review at least 120 days prior to the event and before the deadline listed below. Grants will be approved three times per year. A grant application and supporting materials must be submitted to the CVB-Sports Marketing Unit by one of the three dates:

Non-Profit?

State Tax ID/Tax Exempt #

February 5, June 5 & October 5

| General | Applica | nt Inforn | nation |
|---------|----------------|-----------|--------|
|---------|----------------|-----------|--------|

Purpose of Organization

Legal name of organization (including address)

| Address | | City | State | Zip Code |
|---|-----------------------|--|---------------------|-----------------|
| Event Director/Contact | Email Address | 1 | Phone Number | |
| General Application Information | | | | |
| Description of event for which you pro | opose to use the Spor | ts Marketing Gran | t (provide attachme | ent if needed): |
| | | | | |
| | | | | |
| | | | | |
| Event Date(s): | | Site/Location and | • • | |
| | | of the previous ye | ar's event: | |
| | | | | |
| Is this a multi-year event: | | How many years has the event occurred: | | |
| | | the event occurre | u. | |
| Sport(s) involved: | | Proposed Facilities: | | |
| Total revenue budgeted | | Total expenses bu | dgeted | |
| for this event: | | For this event: | agetea | |
| Number of out-of-town | | Amount of grant requested | | |
| participants expected: (Greater than 100 miles outside Hamp | | from Sports Marke | eting: | |
| Description of how you plan to use the | | rant (provide attac | hment if needed): | |
| , , , | | | , | |
| | | | | |
| | | | | |
| | | | | |



General Application Information (cont.)

| Will this event take place if you do not receive CVP Sports | Marketing Event Support? | | |
|---|---|--|--|
| Will this event take place if you do not receive CVB Sports Marketing Event Support? | | | |
| ☐ Yes | | | |
| □ No | | | |
| Has the facility been secured? | | | |
| ☐ Yes | | | |
| □ No | | | |
| If yes, please list facility contact(s) and phone number(s): | | | |
| | | | |
| List the impact projections of the event. | | | |
| | | | |
| How many total participants (competitors, coaches, traine | ers, officials) are you expecting for this event? | | |
| TOTAL OUT OF DECION/Creek | and the second of the sector Deeds) | | |
| TOTALOUT OF REGION(Greate | er than 100 miles outside of Hampton Roads) | | |
| How many total spectators (fans, families, friends) are yo | u expecting for this event? | | |
| | 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | | |
| TOTALOUT OF REGION (Grea | iter than 100 miles outside of Hampton Roads) | | |
| How many hotel room nights in Virginia Beach hotels do y | you expect to produce? TOTAL | | |
| Thow many noterroom mights in virginia beach noters do y | TOTAL | | |
| Event History (Three year history if possible) | | | |
| Previous Location/Date: | | | |
| Contact Name/Phone: | | | |
| Number of Participants: Room Nights: | | | |
| The matter of the state of the | | | |
| Previous Location/Date: | | | |
| Contact Name/Phone: | | | |
| Number of Participants: Room Nights: | | | |
| Transcript articipants. | | | |
| Previous Location/Date: | | | |
| Contact Name/Phone: | | | |
| Number of Participants: Room Nights: | | | |
| Additional Information | | | |
| | | | |
| The following attachments must accompany the application: | | | |
| Event Budget. Outline marketing, expenses and revenue. | | | |
| 2. Event Marketing. Outline how you plan to use the grant to recruit participants. | | | |
| 3. Sponsor Recognition. Outline how the City of Virginia Beach will be recognized for the sponsorship. | | | |
| Only completed applications will be considered for the Sports Marketing Grant | | | |
| I, the undersigned, understand and agree to the terms and requirements listed in the event support application | | | |
| process, and that all of the information included with this application is true and accurate. | | | |
| Authorized Cignotius Applicants | | | |
| Authorized Signature, Applicant: | Date: | | |
| Sports Marketing Grant Committee Use Only: | | | |
| Date request approved: Amount: | | | |
| νατο τεγμεστ αρρτόνεα. | Amount | | |
| Date request denied: | Reason: | | |
| | | | |



MARKETING PLAN

Please fill out the chart below outlining the marketing plan for your event. We have included a sample at the top of the chart. This marketing plan is **MANDATORY** in order to receive funding. Your funding considerations will be highly based on this portion of the application.

| Concept/Target number of people | Target Market | Brief Explanation | Estimated Cost |
|--|-------------------------------------|--|-------------------|
| EXAMPLE Direct Mail Campaign To 1,500 people | EXAMPLE Local Soccer Athletes/Teams | EXAMPLE Develop and distribute general awareness and promotional flyer to club members as well as local public/private schools. | \$1,500 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| TOTAL MARKETI | NG BUDGET: | |
|---------------|------------|--|



PROJECTED EXPENSE

| Expense | IN-KIND | CASH |
|-------------------------------|---------|------|
| Travel | | |
| Housing | | |
| Food | | |
| Sanction Fee | | |
| Site Fee | | |
| (Building Rent, etc.) | | |
| Rights/Guarantee Fees | | |
| Officials | | |
| Awards | | |
| Equipment | | |
| Rentals | | |
| Insurance | | |
| Security | | |
| Labor | | |
| Marketing/Promotions | | |
| (same \$\$ as marketing plan) | | |
| Administrative Costs | | |
| Other Expenses | | |
| | | |
| | | |
| | | |
| | | |
| TOTAL IN- KIND | | |
| TOTAL CASH | | |
| TOTAL EXPENSES | | |
| (IN-KIND + CASH) | | |

| | Your organization is (check one): | | | |
|-------------------------|-----------------------------------|--------------|----------------------------------|--|
| Independently Chartered | Private | Non-Profit _ | Other (If Other, Please Explain) | |



PROJECTED INCOME

| | IN-KIND | CASH |
|------------------|---------|------|
| Admission | | |
| Contributions * | | |
| Grants ** | | |
| Sponsorships *** | | |
| Sales | | |
| Room Rebates | | |
| OTHER INCOME | | |
| | | |
| | | |
| | | |
| | | |
| TOTAL IN- KIND | | |
| TOTAL CASH | | |
| TOTAL INCOME | | |
| (IN-KIND + CASH) | | |

- * Please attach a list of contributors and amounts
- ** Do not include the Sports Marketing Event Support Request
- *** Please attach a list of sponsors and amounts

Please note: If support is awarded, payments/reimbursements occurs after the event by submitting paid invoices totaling the amount requested and the Sports MarketingPost Event Report. The Sports Marketing Unit <u>must</u> receive receipts, paid invoices and final reports, <u>no later than 60 days after the conclusion of the event, or by June 30</u>, whichever comes first. If special consideration is needed for an extension of this deadline a written request for an extension must be received within 60 days after the conclusion of the event. The following summarizes the allowable/disallowable expenses that may be used for reimbursement (as stated above.)

Allowable Expense

Promotion, Marketing and programming
Paid advertising and media buys
Production and technical expenses
Site fees/costs (security, rentals, insurance, etc)
Rights fees, sanctioning fees, non-monetary awards
Travel (if approved in advance by CVB Sports Marketing)
On-Site Hospitality without alcohol

Disallowable Expense

General and administrative
Building, Renovating and remodeling
Permanent equipment purchases
Debt incurred prior to the grant
Programs that solicit advertising



If funds are awarded the event promoters and organizers agree to the following:

- Sign a letter of commitment for each individual event outlining estimated hotel room nights associated.
- At the conclusion of the event hotel room night pick-up information must be provided to Sports Marketing, and documented by participating hotels or an accepted event housing organization no later than 30 days after the event.
- Provide space at either event registration or at the event competition venues to collect demographic and economic impact information if requested by Sports Marketing.
- Provide Sports Marketing with any media/marketing material, to be distributed to local media contacts and in-house communication group for event promotion on city social media channels.
- Provide Sports Marketing with documentation of any out of market coverage, radio or television promotions, newspapers or periodicals **no later than 30 days after the event**.
- Event website will provide a link to City websites.
- Include the City's logo on all event promotions.
- Include, at no additional cost, a one-page advertisement, provided by the City, in any event programs, when applicable.
- When applicable, the event will receive a tourism discount connected with the city services costs associated with the event.
- When applicable, provide the City with V.I.P. credentials for access to the event.
- It is understood that failure to adhere to the requirements of the Sports Marketing Event Support Fund may result in the delay of dispensing or the withholding of approved funds.
- It is understood that the City will not provide any additional funds for any activities other than those stated in Sports Marketing Event Support Fund application.
- It is understood that the Sports Marketing Event Support Fund is designed to help establish new
 events, grow existing events in the City Of Virginia Beach, and assist events that have a major
 impact to the Virginia Beach hospitality industry.