



Wisconsin's Leader in Sports, Events & Tourism

The Wausau/Central Wisconsin Sports Authority Event Grant is intended to assist local, state, regional, and national sports and outdoor recreation organizations to host events that bring in outdoor recreation and sports-related tourism to Central Wisconsin. Make sure to read the **Sports Authority's General Grant Information** thoroughly before completing the grant application. Thank you for hosting your event in Central Wisconsin!

GUIDELINES & INFORMATION

Eligible Uses

- Bid or sanctioning fees
- Venue or facility costs
- Event marketing
- Transportation and logistics

Ineligible Uses

- Local-only events with limited visitor impact
- Ongoing operational expenses
- Events without clear tourism benefit

Funding parameters

- Minimum request: \$2,000
- Maximum request: \$10,000
- Awarded funding will be tied to scoring criteria
- The grant should not comprise more than 50% of the event or organization's funding

Scoring Criteria:

- Estimated number of room nights from event participants and attendees (30 points)
- Percent of participants and attendees from outside 90 mile radius (20 points)
- Occurs during an off-peak season (off peak seasons = spring and fall) (15 points)
- Demonstrate strong organization and execution (10 points)
- Sponsorship benefits received (10 points)
- Potential for event growth or additional or larger events (5 points)
- Community support received including other funding commitments (5 points)
- Sustainability of event/organization (5 points)



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APPLICATION

Applicant Information

Applicant Organization and type:

Contact Name:

Contact Phone:

Contact Email:

Event Information

Event Name:

Event Dates:

Local Organizing Committee:

FEIN:

Event Location:

Years in Existence (event):

Event Description

Provide a brief description of the type of event including how it promotes or encourages sports or outdoor recreation tourism in the area.

What is the total anticipated economic impact of the event? (Use the Travel Wisconsin calculator.)

Please describe community support for the event. Include letters of support if applicable.

Describe the event's growth over the past 2-3 years.

Grant Request Information

Grant Amount Requested:

Purpose/Use of requested funds:



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Event Promotion

Through what media outlets and in what regions will the event be promoted?

How will the Sports Authority be acknowledged at the event? List all applicable sponsorship benefits.

Prior Sports Authority Assistance

Has the event or organization received assistance from the Sports Authority in previous years?

If yes, which years and which event(s)?

If so, how much was awarded in each year for each event?

Tourism Impact

Number of teams expected:

Number of participants expected:

Number of participants further than 90 miles away:

Estimated number of friends and family per participant:

Number of local participants:

Hotel Information

Have area hotels had the opportunity to submit a room block proposal through the CVB sales lead system?

Has contact been made with any area hotels?

If so, which?

If not, can the CVB assist in securing hotel accommodations?