Ready, Set, Go (RSG) Grant Application

Instructions

Ready, Set, Go (RSG) grants generate visitor spending by securing or creating competitive sporting events with a structure that draws both a spectator/athlete base for the event and an economic impact for the area.

Grant funding may be used for **one** of the following: bid/commitment fees paid directly to the events holder, financial commitments needed to secure a venue, or municipal services for an event.

You must be the designated destination marketing organization (DMO) for the event to be eligible to apply for an RSG grant.

To be eligible for a grant, applicants must apply for review by a deadline that is at least 90 days in advance of the start date of the event.

Applications are reviewed three times annually. The deadlines are Jan. 1, April 1 and Sept. 1.

The maximum amount awarded per organization is $20,000 during the fiscal year, but this could include multiple projects added together to reach the maximum. The applicant organization must match the granted amount dollar-for-dollar with approved operational expenses or in-kind goods and services (e.g., hotel rooms, cars, meals).

The Department of Tourism and State of Wisconsin will be held harmless from any cost, expense, damage or liability, including disputes with suppliers for non-payment of bills. Decisions regarding reimbursement will be made based on Department guidelines. All decisions are final.

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Step 1: Event Information

Event title: *

[   ]

Enter the dates of the event, or use the calendar to select dates: *

[   ] 📅   through   [   ] 📅

Type of funding for which you are applying: *

◯ To secure a venue, site, and/or municipal services   ◯ Bid fee, due by: [   ]

Brief description of event (format, qualifying criteria, ages, etc.): *

[   ]

What venue/facility will you be securing? *

[   ]

Any additional facilities or services?

[   ]

Has the facility been secured? *

◯ Yes   ◯ No

Facility contact name: [   ]   **Phone:** [   ]

Event Owner

Event owner/sanctioning body:

[   ]

Event owner contact name: [   ]   **Phone:** [   ]

Event director contact name: [   ]   **Phone:** [   ]
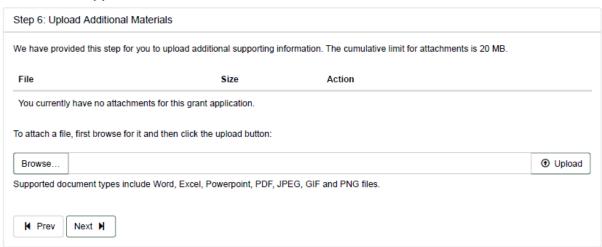
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Step 2: Event History

Event history (dates, locations, insights): *

Provide as much event history for the past three previous locations as possible. If this is a new event, complete the above field only.

Previous location/date(s):

Contact name: **Phone:**

Out-of-state participants:

Room nights:

Peak night:

Economic impact:

Peak day spectators:

Previous location/date(s):

Contact name: **Phone:**

Out-of-state participants:

Room nights:

Peak night:

Economic impact:

Peak day spectators:

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Step 3: Grant Request

Amount of grant requested: *

$ [   ]

How will this grant enhance the success of the event?

[   ]

What benefits associated with this event will the State of Wisconsin and the local area receive if a grant is awarded?

[   ]

Does this event have future implications, spin-offs or other considerations?

[   ]

Additional Information

How will hosting this event stimulate the local economy?

[   ]

What is the overall event plan (include schedules, competition details, special events, and opportunities to participate in clinics or observe practices, etc.)?

[   ]

Provide a public relations plan for the event including all media, a timeline and whether you are paying a promotional or production expense to obtain event coverage.

[   ]

Community Support

List cash contributions from public entities for this event (include amounts and sources):

What in-kind support from the community will be donated (facilities, volunteers/staff, city/county services, etc.)?

Describe any local corporate sponsorship support that has been secured for this event:

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Step 4: Visitor Spending/Participation Projections

Total expected participants (competitors, coaches, trainers, officials, etc.): *

Adult out-of-state: [ ]   In-state: [ ]

Youth out-of-state: [ ]   In-state: [ ]

Total expected non-local spectators (fans, family, friends, etc.): *

[ ]

What is the value of the total expected media coverage for this event? *

$ [ ]

Total hotel impact (in-state and out-of-state):

Number of rooms: [ ]

Average number of nights: [ ]

Average room rate: $ [ ]

Total hotel impact: $ [0.00]

What is the total number of non-local attendees expected?

Number of visitors: [ ]

Spending per visitor: $ [58]

Total visitor spending: $ [0.00]

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Step 5: Total Event Budget

Enter the values of in-kind or donated items in the in-kind column. Enter the dollar amount of items that will be paid for in the cash column. Use the "Budget notes" field to identify "Other" items or for any explanation of the line items in the form: *

Expense	In-Kind	Cash
Administrative costs	$	$
Bid/rights/guarantee fees	$	$
Facility/site costs	$	$
Food	$	$
Lodging/housing	$	$
Rentals/equipment	$	$
Insurance	$	$
Officials/security	$	$
Labor/services	$	$
Marketing/promotions	$	$
Travel	$	$
Other	$	$
Total:	$ 0.00	$ 0.00

Budget notes:

[ ]

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Step 6: Upload Additional Materials

We have provided this step for you to upload additional supporting information. The cumulative limit for attachments is 20 MB.

File	Size	Action

You currently have no attachments for this grant application.

To attach a file, first browse for it and then click the upload button:

Browse…		⊕ Upload

Supported document types include Word, Excel, Powerpoint, PDF, JPEG, GIF and PNG files.

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Application Steps

To finish your application, please complete each of the following steps of the application process. You can save your work and return to the application at any time. If you need assistance, please refer to the instructions (/RSG/Instructions/2395) for this grant application.

Step 1: Event Information (/RSG/Step1/2395)	✔ Complete
Step 2: Event History (/RSG/Step2/2395)	✔ Complete
Step 3: Grant Request (/RSG/Step3/2395)	✔ Complete
Step 4: Visitor Spending/Participation Projections (/RSG/Step4/2395)	✔ Complete
Step 5: Total Event Budget (/RSG/Step5/2395)	✔ Complete
Step 6: Upload Additional Materials (/RSG/Step6/2395)	✔ Complete

⏮ Prev   Submit Application