Ready Set Go (RSG) Application

Instructions

Why You Should Apply

- Competitive sporting events attract overnight visitors to your community, driving economic impact.
- Hosting a major sporting event can raise a destination's profile regionally, nationally and internationally.
- Sporting events can provide a greater opportunity to generate significant media exposure for your destination and Wisconsin.

Apply for an RSG grant

To apply for an RSG grant, go to grants.travelwisconsin.com. (Application Preview)

If you've never used the electronic grant system, please contact the Grant Manager to set up your organizational account. See the Electronic Grant Program User Manual for additional instructions.

RSG Grant Deadlines

The deadline for applications is 11:59 p.m on February 1, April 1 and September 1.

Guidance

The Tourism Development Specialists and Grant Manager are available to review grant applications before the final submission. To ensure the best RSG grant application possible, we offer feedback and support throughout the entire process. Reach out to us anytime for assistance to take advantage of our expertise.

Steps

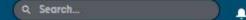- ● **Instructions**
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- • Contract Signer
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Overview

* Event Title

Event Title

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

[📅]   through   [📅]

* Type of Funding

What are the grant funds being used for?

* Event Description

Brief description of meeting or convention (format, audience, etc.):

* Event Location

What venue/facility will you be securing?

* Additional Facilities or Services

Any additional facilities or services?

* Has the facility been secured?

(●) Yes (○) No

⌄ Facility

* Contact Name

Facility contact name

* Contact Phone

⌄ Event Owner

Event Owner/Sanctioning Body

Event Owner/Sanctioning Body

Event Owner Contact Name

Event Owner Contact Name

Phone

Event Director Contact Name

Event Director Contact Name

Phone

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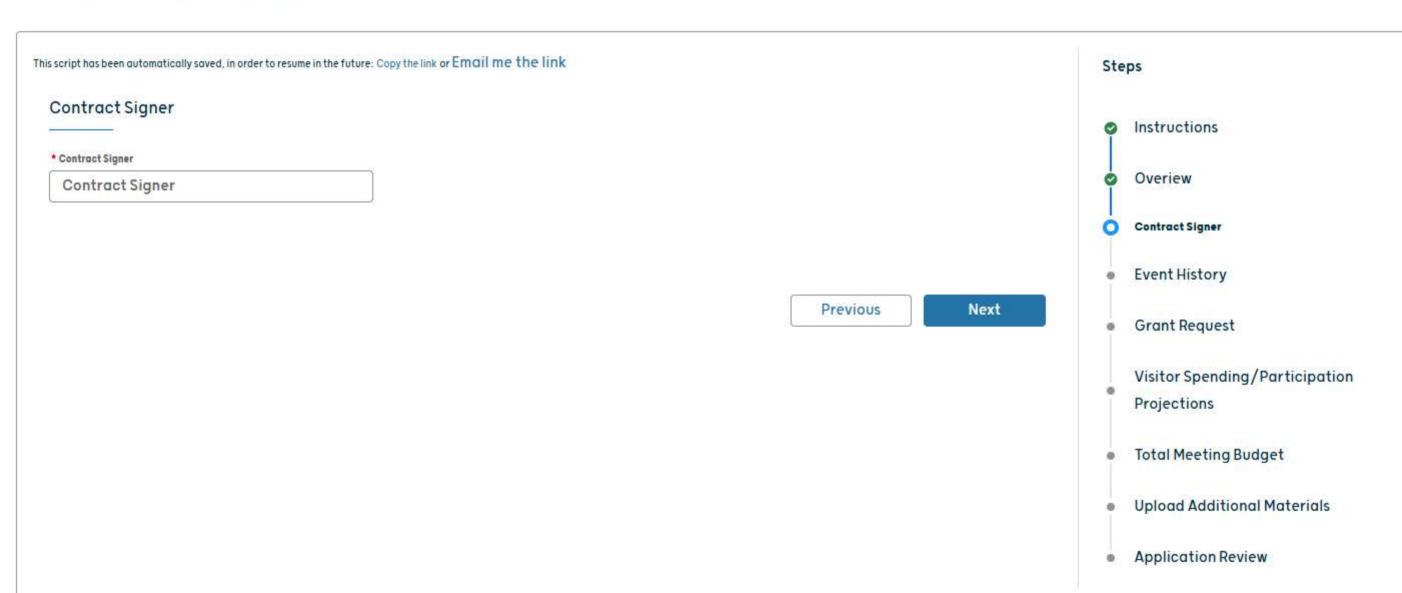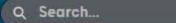- ● Upload Additional Materials
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Contract Signer

* **Contract Signer**

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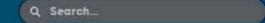● Upload Additional Materials

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Event History
___

* **Has this event previously been held in Wisconsin?**

◯ Yes ◯ No

* **Has your organization hosted this event previously?**

◯ Yes ◯ No

Did you apply for and receive RSG grant funding when previously hosting this event?

◯ Yes ◯ No

* **Event history (dates, locations and insight)**

[   ]

Previous Events

LOCATION AND DATES	OUT-OF-STATE PART...	ROOM NIGHTS	PEAK NIGHT	PEAK DAY	ECONOMIC IMPACT

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Grant Request

⌄ Overview

* Amount of Grant Requested

Impact ⓘ

> How will this grant enhance the success of the event?

Benefits ⓘ

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

Future ⓘ

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

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Additional Information

Economic Impact ⓘ

> How will hosting this event stimulate the local economy?

Event Plan ⓘ

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

Public Relations Plan ⓘ

> 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

Cash Contributions ⓘ

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

In-Kind Support ⓘ

> 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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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	[ ]
Avgerage Room Rate	[ ]
Total Hotel Impact	$ 0.00

⌄ Total Number of Attendees/Visitors Expected

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

Number of Visitors	[ ]
Spending per Visitor	$ 75.00
Total Visitor Spending	$ 0.00

Wisconsin

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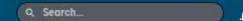- • Upload Additional Materials
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Total Meeting Budget

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		▼

Budget Notes

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We have provided this step for you to upload additional supporting information.

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

⬆ Upload Files | Or drop files

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