

The RACVB Grant Program is designed to assist host organizations in attracting events or group sports events which will generate significant out-of-area economic impact for the Rockford region. The applicant must demonstrate that “but for” the grant award, the event will not be successful.

**ORGANIZATION INFORMATION**

|  |  |  |
| --- | --- | --- |
| Organization Name: | | |
| Address: | | |
| City: | State: | Zip: |
| Phone: | Fax: | |
| Email: | | |
| Website: | | |

**CONTACT PERSON**

|  |  |  |
| --- | --- | --- |
| First Name: | Last Name: | |
| Title: | | |
| Address: | | |
| City: | State: | Zip: |
| Primary Phone: | | |
| Email: | | |

**GENERAL EVENT DATA**

|  |
| --- |
| Name of Event: |
| Years of Operation: |
| Date of event for which funding is sought: |
| Total attendees and visitors expected for event funding is sought: |
| Total hotel room nights needed to accommodate event (include per night room flow): |
| Overall Event Budget: |
| Number of attendees for last two events: |
| Estimate % of out-of-town attendees for last two events: |

**ALLOWABLE EXPENSES**

Grant funds can provide a portion of the eligible costs associated with facility costs, bid fees, and advertising and the promotion of the event.

Amount of financial assistance requested:

Please explain how these funds will be allocated towards your event:

**APPENDICES**

*Applicants are encouraged to include information that provides in-depth detail of event structure and potential for growth.*

|  |  |
| --- | --- |
| **Provide a narrative of the event, including but not limited to the following:**   * Overall purpose/mission of event * Description of activities * Brief review of marketing initiatives * Listing of major initiatives organization plans to execute for current fiscal year * Review of growth and success of event since inception * Estimated growth of event for future years * Relevant research/survey data collected from event * Photos of previous event * Other secured sources of event funding * Complete list of grant fulfillment opportunities to be extended to the RACVB as representative of the City, e.g. tickets/passes, advertising, logo display, etc. | **Please include the following information**   * Current list of Board of Directors * Complete list of sponsors for most recent completed event * List of sponsors secured for upcoming event for which funding is sought * Independently audited financial records for the last two fiscal years * Approved budget for organization’s current fiscal year * Projected revenue and expenditures for event for which funding is sought * Charitable component within the Rockford region, if any, including recipient, amount donated and explanation of relationship with charity |

**ALLOCATION CRITERIA**

Grant allocations are based on the applicant/applying organization’s ability to create economic and tourism marketing impact to the Rockford region. Applicants must answer all of the above items completely and clearly to guarantee grant funding consideration.

Applicants should ultimately demonstrate the event’s ability to maximize success in the following areas: room night stays in the region; total visitors; off-season (need time) impact; event newness; branding and marketing reach from the event and event organization; and opportunities for area residents to participate (driving growth of sports and social impact locally).

Applicants who are awarded grant funding must sign an RACVB letter of approval that states event grant terms. This letter will outline terms including, but not limited to, appropriate use of funding, marketing return on investment afforded to RACVB, and providing a post event economic impact report that reflects team registration and hotel pick-up.

We, the undersigned, hereby certify all information with our application is true and correct.

Authorized Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Applicant Title:       Date:

