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:

**February 5, June 5 & October 5**

***General Applicant Information***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Legal name of organization (including address) | | | | |
| Purpose of Organization | | Non-Profit? | State Tax ID/Tax Exempt # | |
| Address | | City | State | Zip Code |
| Event Director/Contact | Email Address | | Phone Number | |

***General Application Information***

|  |  |
| --- | --- |
| Description of event for which you propose to use the Sports Marketing Grant (provide attachment if needed): | |
| Event Date(s): | Site/Location and City/State  of the previous year’s event: |
| Is this a multi-year event: | How many years has  the event occurred: |
| Sport(s) involved: | Proposed Facilities: |
| Total revenue budgeted  for this event: | Total expenses budgeted  For this event: |
| Number of out-of-town  participants expected:  (Greater than 100 miles outside Hampton Roads) | Amount of grant requested  from Sports Marketing: |
| Description of how you plan to use the Sports Marketing Grant (provide attachment if needed): | |

***General Application Information (cont.)***

|  |
| --- |
| 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, trainers, officials) are you expecting for this event?    TOTAL OUT OF REGION(Greater than 100 miles outside of Hampton Roads)  How many total spectators (fans, families, friends) are you expecting for this event?  TOTAL OUT OF REGION (Greater than 100 miles outside of Hampton Roads)  How many hotel room nights in Virginia Beach hotels do you expect to produce? TOTAL |
| Event History (Three year history if possible)  Previous Location/Date:  Contact Name/Phone:  Number of Participants: Room Nights:  Previous Location/Date:  Contact Name/Phone:  Number of Participants: Room Nights:  Previous Location/Date:  Contact Name/Phone:  Number of Participants: Room Nights: |

***Additional Information***

|  |  |
| --- | --- |
| The following attachments must accompany the application:   1. 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 Signature, Applicant: Date: | |
| Sports Marketing Grant Committee Use Only: | |
| Date request approved: | 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. | EXAMPLE  $1,500 |
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|  |  |  |  |

**TOTAL MARKETING 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** |  |  |
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|  |  |  |
|  |  |  |
|  |  |  |
| **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 **must** receive receipts, paid invoices and final reports, **no later than 60 days after the conclusion of the event, or by June 30**, 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** **Disallowable Expense**

Promotion, Marketing and programming General and administrative

Paid advertising and media buys Building, Renovating and remodeling

Production and technical expenses Permanent equipment purchases

Site fees/costs (security, rentals, insurance, etc) Debt incurred prior to the grant

Rights fees, sanctioning fees, non-monetary awards Programs that solicit advertising

Travel (if approved in advance by CVB Sports Marketing)

On-Site Hospitality without alcohol

**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.