

SPORTS MARKETING SPORTS EVENT GRANT PROGRAM

OBJECTIVE:

The Sports Marketing Event Grant Program is available for athletic events consisting of games, exhibitions, tournaments, and other sports-related events, planned, presented, promoted and played in the City of Virginia Beach. It is designed to assist organizations in attracting sports opportunities that meet one or more of the following criteria:

- Generate year-round overnight visitation
- Contribute to the quality of life in Virginia Beach through sport
- Generate regional and/or national media exposure for the City
- Increase out-of-area economic impact

DESIRED OUTCOME:

To attract high quality amateur and professional sporting events, conferences and meetings which, in turn, advance and promote year-round tourism, economic impact and quality of life in the City of Virginia Beach through sport.

POLICIES & PROCEDURES:

- Applications must be typed. Applications must be completed using the form provided. Additional information that is
 required or requested may be attached to the application. Applications that are not submitted on the attached forms
 will be returned and not considered.
- Support applications must be received for review at least <u>120 days</u> prior to the event and before the deadline listed below. Grants will be approved three times per year. Fifteen (15) copies of the grant application and supporting materials must be submitted to the CVB-Sports Marketing Division by one of the three dates:

 February 5th

 June 5th

 October 5th
- The Sports Marketing Event Grant Review Committee will review and determine potential funding status of an event. Approved applications will receive the Event Contract, Hotel Flow Report Form, Post Event Report form, Virginia Beach logo slicks (upon request). A maximum of \$10,000 will be awarded.
- 30 days prior to the event, the organization must provide proof of insurance, which lists the City of Virginia Beach as additional insured, with minimum liability coverage of \$1,000,000 per occurrence.
- Within 60 days after completion of the event, or by June 30, whichever comes first the organization must forward the Post Event Report that includes complete and accurate accounting of the event's financial activity and copies of the event registration forms and the Post Event Hotel Pickup Form. Funds will be disbursed as reimbursement for paid invoices only (canceled checks), for expenses specified in the Post Event Report. After review of the Post Event Report, the funds will be forwarded to the organization. **If your event accounting cannot be completed in 60 days, you may request a 30-day extension by submitting a letter on your organization's letterhead. **

APPROPRIATE EXPENSES:

ALLOWABLE EXPENSE

(Note: The categories for reimbursement will be listed in your agreement. Once a category has been approved, it cannot be changed. **Only those categories will be reimbursed.**

- Promotion, Marketing, and Programming
- Paid advertising and media buys outside of Hampton Roads
- Production and technical expense
- Site fees/costs (labor, rentals, insurance, security, maintenance, etc.) as approved by the Sports Marketing Grant Review Committee.
- Rights fees, sanction fees and **non-monetary** awards
- Travel for special officials or performers on as approved by the Sports Marketing Unit Grant Review Committee.
- On-site hospitality (not including alcohol)

DISALLOWABLE EXPENSE:

- General operating or administrative expenses, including staff, officials, travel to solicit events
- Building, renovating, and/or remodeling a facility
- Purchase of permanent equipment
- Debts occurred prior to the grant
- Printed programs which solicit advertising
- Off-site hospitality or social functions which include alcohol
- Expenses of a City of Virginia Beach sports team or organization traveling outside of the area to compete.

GLOSSARY OF TERMS:

- Marketing Plan Plan to advertise and promote your event to potential participants. Attention should be given to advertising to 'Out-of-Area' participants.
- Out-Of-Area Any area 100 miles outside of Hampton Roads.
- Mature Events Events that have taken place in the same location for more than three years.
 Exception: events that have been secured through a bid process.
- **Multiplier** The expected change in output, earnings, or employment for each one-dollar change (million dollar change for employment) in direct impact.
- **Output** The value of sales goods and services by local businesses. The output impact is the increase in sales directly and indirectly attributed to the event.
- Participants Athletes, coaches, officials, trainers, organizers (anyone who is part of the competition).
 Out of Town Participant Involves overnight stay in a Virginia Beach hotel
 Local Participant Day participant only...no overnight stay.
- Room Nights Total number of rooms multiplied by the average length of stay.
- **Spectators** Friends, family, fans
- **Youth** 18 years and younger

OVERVIEW OF GRANT TERMS

- Include the Virginia Beach logo on all printed materials and in all paid press and electronic broadcasts as well as website link to City site pertaining to the event (a copy of the Virginia Beach Logo will be e-mailed to you if possible.)
- Permitting Sport Marketing to hang signage at the event and be given sponsorship benefits as per the value of the grant (or televised commercials/mentions where necessary.)
- Guarantee a complete and accurate accounting of the event's financial activity to Sports Marketing within 60 days of the event or by June 30, whichever comes first (including complete income and expense statement.)
- Provide documentation of the direct impact of the event upon Virginia Beach tourism. Included in this documentation will be completed registration cards (sample is enclosed) and a letter from the local hoteliers verifying the actual room nights generated by your event. (Post event from Housing Service will also suffice.) Attachment B
- Selected events receiving funds from the Sports Marketing Event Grant Program will participate in an economic impact study. If your event is selected, you will be notified prior to the event registration. By participating in this program, you agree to allow an economic impact study to be conducted at the event.
- A standard agreement will be executed upon the approval of this application.
- Agree to notify Sports Marketing immediately if the event is canceled, rescheduled or downsized.
- Hold harmless the City of Virginia Beach and Sports Marketing from all claims, liabilities, causes of action and judgments arising out of the event.
- The City reserves the right for additional sponsorship considerations as mutually agreed upon. For example: additional VIP passes for City Council, visiting City guests, etc.
- ONLY Virginia Beach hotel rooms will be considered in the "Room Night" counts for your application.

For additional information, please contact:

Convention and Visitors Bureau Sports Marketing 2101 Parks Ave. #500 Virginia Beach, VA 23451

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