

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.)

<p>Will this event take place if you do not receive CVB Sports Marketing Event Support?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Has the facility been secured?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, please list facility contact(s) and phone number(s):</p>
<p>List the impact projections of the event.</p> <p>How many total participants (competitors, coaches, trainers, officials) are you expecting for this event?</p> <p>_____ TOTAL _____ OUT OF REGION (Greater than 100 miles outside of Hampton Roads)</p> <p>How many total spectators (fans, families, friends) are you expecting for this event?</p> <p>_____ TOTAL _____ OUT OF REGION (Greater than 100 miles outside of Hampton Roads)</p> <p>How many hotel room nights in Virginia Beach hotels do you expect to produce? _____ TOTAL</p>
<p>Event History (Three year history if possible)</p> <p>Previous Location/Date: Contact Name/Phone: Number of Participants: Room Nights:</p> <p>Previous Location/Date: Contact Name/Phone: Number of Participants: Room Nights:</p> <p>Previous Location/Date: Contact Name/Phone: Number of Participants: Room Nights:</p>

Additional Information

<p>The following attachments must accompany the application:</p> <ol style="list-style-type: none"> 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. <p style="text-align: center;"><u>Only completed applications will be considered for the Sports Marketing Grant</u></p> <p>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.</p> <p>Authorized Signature, Applicant: _____ Date: _____</p>	
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
<u>EXAMPLE</u> Direct Mail Campaign To 1,500 people	<u>EXAMPLE</u> Local Soccer Athletes/Teams	<u>EXAMPLE</u> Develop and distribute general awareness and promotional flyer to club members as well as local public/private schools.	<u>EXAMPLE</u> \$1,500

TOTAL MARKETING BUDGET: _____

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.