

SPORTS MARKETING SPORTS EVENT SUPPORT

OBJECTIVE:

The Sports Marketing Event Support 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 **120 days** 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 CVD-Sports Marketing Unit by one of the three dates:

January 5 th	May 5 th	September 5 th
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- \$ The CVD Sports Marketing Event Support Review Committee will review and determine potential funding status of a event. Approved applications will receive the Event Contract, Post Event Report form, Virginia Beach logo slicks and Sample Out-Of-Area Participant Survey.

- \$ 30 days prior to the event, the organization must provide proof of insurance which lists the City of Virginia Beach as additional insured, with a minimum liability coverage of \$1,000,000 per occurrence.

- \$ Within 90 days after completion of the event, 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. 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 90 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 Unit 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 within 100 miles 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 City of 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 the CVD Sport Marketing Unit 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 the CVD Sports Marketing Unit within 90 days of the event (including complete income and expense statement).
- \$ Provide documentation of the direct impact of the event upon City of 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 report from Housing Service will also suffice).
- \$ Several events receiving funds from the Sports Marketing Event Support program will be selected to 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 take place.
- \$ A standard contract will be executed upon the approval of this application.
- \$ Agree to notify the CVD Sports Marketing Unit immediately if the event is canceled, rescheduled or downsized.
- \$ Hold harmless the City of Virginia Beach and CVD Sports Marketing Unit 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 CONTACT

Convention and Visitor Development

Sports Marketing

2101 Parks Ave. #500

Virginia Beach, VA 23451

Buddy Wheeler
757-437-4795

Nancy Helman
757-437-4702

SPORTS MARKETING EVENT SUPPORT FUND

1. Event Title: _____
2. Amount of Grant Support Requested: \$ _____
3. Event Date: _____
4. Is this a multi year event, explain? _____
5. Sport(s) Involved: _____
6. Location(s): _____
7. Proposed Facility(ies): _____
8. Has the facility been secured? _____
9. Facility contact(s): Name: _____ Phone: _____
10. Is any City permitting necessary? _____
11. Legal name of organization (including address): _____

12. Event Director/Contact Name: _____ Title: _____
Daytime Phone: _____ Fax: _____
E-Mail: _____

(2nd Contact) Name: _____ Title: _____
Daytime Phone: _____ Fax: _____
E-Mail: _____
13. Major sporting events (and dates) previously hosted by this organization: _____

14. Is this organization seeking funds from another CVD/City-funded organization (ie: Beachevents), please explain: _____

15. What is the overall event plan? Include schedule (dates and times), competition specifics, special events, community activity, etc: _____

16. What is the registration process for this event (how will participants/teams check in for the event)?

17. What benefits will the City of Virginia Beach receive if a grant is awarded? For example, where will the City of Virginia Beach logo be seen at your event (banners, program advertisements, television commercials, etc): _____

18. To what extent will the community be involved in this event? Include volunteer structure, local sponsorships, City Services assistance, etc: _____

19. How will this event affect the image value of the City of Virginia Beach and enhance the quality of life for its citizens? _____

20. IMPACT PROJECTIONS

How many total participants (competitors, coaches, trainers, officials) are you expecting for this event?

_____ TOTAL _____ OUT OF STATE

How many total spectators (fans, families, friends) are you expecting for this event?

_____ TOTAL _____ OUT OF STATE

How many hotel room nights in Virginia Beach hotels do you expect this event to produce?

21. Please list all hotels used for this event with contact and rate information. If this list is too large, please attach:

Hotel #1 (host hotel)

Hotel Name: _____

Hotel Contact and Phone#: _____

Hotel Rate: _____

Hotel #2

Hotel Name: _____

Hotel Contact and Phone#: _____

Hotel Rate: _____

22. Event History

Previous Location/Date: _____
Contact Name/Phone: _____
Number of Participants: _____ Room Nights: _____

Previous Location/Date: _____
Contact Name/Phone: _____
Number of Participants: _____ Room Nights: _____

23. Additional Information on your event: _____

24. MARKETING PLAN

Please fill out the chart below with a complete marketing plan for your event. We have included a sample at the top so that you follow the format. This marketing plan is MANDATORY 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 \$ _____

25. TOTAL EVENT EXPENSE

PROJECTED 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		

TOTAL IN- KIND		
TOTAL CASH		
TOTAL EXPENSES (IN-KIND + CASH)		

Your organization is (check one):

_____ Independently Chartered

_____ Private

_____ Non-Profit

_____ Other _____

26. TOTAL EVENT INCOME

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, payment/reimbursement occurs after the event by submitting invoices totaling the amount requested and Post Event Report. The following summarizes the allowable/disallowable expenses that may be used for reimbursement (as stated above).

Allowable Expense

Promotion, Marketing and programming
 Paid advertising and media buys
 Production and technical expenses
 Site fees/costs (security, rentals, insurance, etc)
 Rights fees, sanctioning fees, non-monetary awards
 Travel (if approved in advance by CVD Sports Marketing)
 On-Site Hospitality without alcohol

Disallowable Expense

General and administrative
 Building, Renovating and/or remodeling
 Permanent equipment purchases
 Debt incurred prior to the grant
 Programs that solicit advertising

**SPORTS EVENT SUPPORT
 APPLICATION SUMMARY**

Event Title: _____

Proposed Dates: _____

Location(s): _____

Participants Expected: _____ (application question #19)

Spectators Expected: _____ (application question #19)

Virginia Beach Hotel Room Nights Expected: _____ (application question #19)

Amount of Support Requested: \$ _____ (application question #2)

Intended use of the funds if awarded: _____

Will this event be in Virginia Beach for multiple years? Explain: _____

Will this event take place if you do not receive CVD Sports Marketing Event Support?

_____ YES

_____ NO

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Event Support application process, and that all of the information included with our application is true and correct to the best of our knowledge:

Authorized Signature, Applicant

Title

Date

Print Name

Federal Identification Number (if applicable)