



## **SPORTS WILLIAMSBURG**

### **SPORTS MARKETING 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 that are to be played in the Greater Williamsburg, Virginia area. It is designed to help with the promotion of tourism driven activities, to directly increase hotel and motel occupancy, and to create positive publicity for the Greater Williamsburg area. An event is applicable if it meets one or more of the following criteria:

- Generates year-round tourism and increases out-of-area overnight visitations.
- Contributes to the quality of life in Williamsburg through sport.
- Generates national or regional media exposure for the Williamsburg area.

#### **DESIRED OUTCOME**

Sports Williamsburg desires to attract high quality amateur and professional sporting events, conferences, and meetings. The grant is used to help generate year-round tourism, economic impact, and quality of life in the Greater Williamsburg area. Special consideration may be given to those events that occur between November and February; as well as groups that are staying on days between Sundays through Thursdays. Each group will be evaluated by a committee based on criteria and historic event results. The extent of these grants is dependent on the availability of funds. We would like events that are spread out over multiple days and that pull the majority of the participants from out of town. The grant provides funding assistance to allow sufficient marketing of the event to out-of-area residents as well as attract overnight visitors to the Greater Williamsburg area; allowing for significant economic impact within the hotel industry, timeshares, and campgrounds as well as restaurants, retail establishments, and other attractions.

#### **POLICIES & PROCEDURES:**

- Applications must be typed and 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 date and a minimum of 5 business days before the deadline listed below.** Grants will be approved three times per year. Six (6) copies of the grant application and supporting materials must be submitted to the Greater Williamsburg Chamber & Tourism Alliance by one of the three dates:

October 28 2016      February 8, 2017      May 24, 2017



- The Greater Williamsburg Chamber & Tourism Alliance and the Sports Williamsburg Grant Review Committee will review and determine potential funding status of an event. Approved applications will receive a Grant Confirmation letter and a Sports Williamsburg logo to use with marketing.
- Thirty days prior to the event, the organization must provide proof of insurance, which lists the Greater Williamsburg Chamber & Tourism Alliance and Sports Williamsburg as additionally insured, with minimum liability coverage of \$1,000,000 per occurrence.
- Within thirty (30) days after completion of the event, the organization must forward a Post Event Report that includes the following:
  - Two copies of all payment receipts and/or cancelled checks related to approved marketing activities related to the grant application.
  - One copy of the event registration forms and lodging report.
  - A completed grant sports marketing form must be completed and returned with copies of the receipts.
- Funds will be disbursed as reimbursement for paid invoices only, for expenses specified in the Post Event Report. All Post Event Report's are subject to audit. After successful review of the Post Event Report, the funds will be forwarded to the organization.
- **\*\*Organizations that do not meet the 30 day deadline for submission of the post report forfeit any approved grant funding. The fiscal year ends September 30. Events in September must be submitted no later than September 15. Grants funded in the fiscal year cannot be carried over to another fiscal year.**

Sports Williamsburg and the Greater Williamsburg Chamber & Tourism Alliance reserve the right to reduce awarded grant funding based on the following room attrition:

80%-100% room nights of block produced = 100% grant funding  
60%- 79% room nights of block produced = 50% grant funding  
40%-59% room nights of block produced = 25% grant funding  
Below 39% room nights of block produced = 0% grant funding

## **APPROPRIATE EXPENSES:**

### **ALLOWABLE EXPENSE**

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

- Promotion, Marketing, and Programming to grow attendance to the event and overnight visitation to the destination.



- Paid advertising and media buys outside of Hampton Roads & the Richmond regions.
- Production and technical expense.
- Site fees/costs (labor, rentals, insurance, security, maintenance, etc.) as approved by the Sports Williamsburg Grant Review Committee.
- Right's fees, sanction fees, and non-monetary awards.

#### **DISALLOWABLE EXPENSE**

- General operating administrative expenses including: staff, officials, travel, and meals to solicit and attend events.
- Building, buying permanent equipment, renovating, and/or remodeling a facility.
- Debts occurred prior to the grant application.
- Printed programs which solicit advertising.
- Hospitality or social functions.
- Expenses of a Williamsburg area sports team or organization traveling outside of the area to compete.



## OVERVIEW OF GRANT TERMS

- Must include the Sports Williamsburg logo prominently on all printed materials and in all paid advertisements and electronic broadcasts as well as a prominent logo and website link to Sports Williamsburg site on a primary landing page (not a sponsor page) pertaining to the event (a copy of the Sports Williamsburg Logo will be e-mailed to you upon request).
- Organizer must submit event for website promotion – <http://www.visitwilliamsburg.com/submit-your-event/>
- Organizer should display Sport Williamsburg banner, if available, at the event and be given sponsorship benefits as per the value of the grant (or televised commercials/mentions where available).
- Guarantee a complete and accurate accounting of the event’s financial activity to the Greater Williamsburg Chamber & Tourism Alliance and Sports Williamsburg within thirty (30) days of the event (including a complete income and expense statement).
- Provide documentation of the direct impact of the event upon Williamsburg area tourism market. Included in this documentation will be completed registration cards and/or a letter from the local lodging partners verifying the actual room nights generated by your event. (Post event report from a Housing Bureau will also suffice). Organizer is also asked to advise of anything that the Williamsburg area, area sports venues or Sports Williamsburg could have provided to make the event a greater success.
- Agree to notify the Greater Williamsburg Chamber & Tourism Alliance and Sports Williamsburg immediately if the event is canceled, rescheduled or downsized. Sports Williamsburg reserves the right to reduce or cancel any and all funding based on event cancellation or revisions that result in reduction of economic impact to the region. \_\_\_\_\_ **initial**
- Must hold the Greater Williamsburg Chamber & Tourism Alliance and Sports Williamsburg risk-free from all claims, liabilities, causes of action, and judgments arising out of the event.
- ONLY the lodging property rooms in the City of Williamsburg, James City County, and York County will be considered in the ‘Room Night’ counts for your application. Groups should make all efforts possible to only use lodging options in the three municipality region.



## 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. A copy of the media plan or media buy schedule should be included with this application.
- **Out-Of-Area** - Any area outside of one hundred 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 Williamsburg lodging property.
- **Local Participant** - Day participant only. Someone who doesn't stay overnight in a local lodging property.
- **Room Nights** - Total number of rooms multiplied by the average length of stay.
- **Spectators** - Friends, family, and fans.
- **Youth** – anyone eighteen (18) years old and younger.

## FOR ADDITIONAL INFORMATION CONTACT:

Sports Williamsburg  
c/o Greater Williamsburg Chamber & Tourism Alliance  
421 North Boundary Street  
Williamsburg, VA 23187-3495  
Phone: 757-229-6511 | Fax: 757-253-1397



**SPORTS MARKETING EVENT GRANT FORM**

1. Event Title: \_\_\_\_\_

2. Amount of Grant Support Requested: \_\_\_\_\_

3. Event Date: \_\_\_\_\_

4. Is this a multiyear 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 Municipality permitting necessary? \_\_\_\_\_

11. Legal name of organization (including address): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

12. Event Director/Contact: Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

2nd Contact: Name: \_\_\_\_\_ Title: \_\_\_\_\_

421 North Boundary Street | P.O. Box 3495

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_



13. Event website address: \_\_\_\_\_

Please note, if requesting funds to help cover costs of email campaigns to increase participation please include [Pacheco@VisitWilliamsburg.com](mailto:Pacheco@VisitWilliamsburg.com) to receive e-blast.

13. Major sporting events (with locations and dates) previously hosted by this organization: \_\_\_\_\_

\_\_\_\_\_

14. Is this organization seeking funds from another locally-funded organization (i.e. local municipalities or event facilities)? Please list prior year grant awards from Sports Williamsburg. 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, how will room night production be tracked)?

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17. What benefits will the Williamsburg Area receive if a grant is awarded? For example, where will the Sports Williamsburg logo be seen (banners, program advertisements, television commercials, etc)? How will destination be promoted:

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18. To what extent will the community be involved in this event? Include volunteer structure, local sponsorships, Sports Williamsburg assistance, etc: \_\_\_\_\_

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19. How will this event affect the image value of the Greater Williamsburg Chamber & Tourism Alliance and Sports Williamsburg and enhance the quality of life for area citizens? \_\_\_\_\_

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20. If this is a repeat event, how will the requested grant funds be used to grow the size of the event, projected room nights for the destination, as well as overall economic impact for the area?

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21. Impact Projections:

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

\_\_\_\_\_ TOTAL                      \_\_\_\_\_ OUT OF STATE

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

\_\_\_\_\_ TOTAL                      \_\_\_\_\_ OUT OF STATE

How many lodging property room nights in Williamsburg area lodging properties do you expect this event to produce?

\_\_\_\_\_ Number of Rooms Blocked

\_\_\_\_\_ Total Number of Room Nights (# of rooms x # of nights)

22. Please list all lodging properties being used for this event with contact and rate information. If this list is too large, please attach:

Lodging Property #1 (host property)

Property Name: \_\_\_\_\_

Property Contact and Phone#: \_\_\_\_\_

Property Rate: \_\_\_\_\_

Lodging Property #2

Property Name: \_\_\_\_\_

Property Contact and Phone#: \_\_\_\_\_

Property Rate: \_\_\_\_\_



23. Event History

Previous Location/Date: \_\_\_\_\_

Contact Name/Phone: \_\_\_\_\_

Number of Participants: \_\_\_\_\_ Room Nights: \_\_\_\_\_

Previous Location/Date: \_\_\_\_\_

Contact Name/Phone: \_\_\_\_\_

Number of Participants: \_\_\_\_\_ Room Nights: \_\_\_\_\_

24. Additional Information on your event: \_\_\_\_\_

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**25. 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
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

Comments/clarification regarding Marketing Plan: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



26. TOTAL EVENT EXPENSE - **PROJECTED EXPENSE**

	IN-KIND	CASH
Travel		
Housing		
Contracted Catering		
Sanction Fee		
Site Fee (building rent, etc.)		
Right/Guarantee Fees		
Officials		
Awards		
Equipment		
Rentals		
Insurance		
Security		
Labor		
Marketing Promotions (same \$\$ as marketing plan)		
Administrative Costs		
Other Expenses		

Your organization is (check one):

\_\_\_\_\_ Independently Chartered

\_\_\_\_\_ Private

\_\_\_\_\_ Non-Profit

\_\_\_\_\_ Other (please specify) \_\_\_\_\_



- \* Please attach a list of contributors and amounts
- \*\* Do not include the Sports Williamsburg Marketing Co-op Grant Request
- \*\*\* Please attach a list of sponsors and amounts

**PLEASE NOTE**

**If grant support is awarded, payment/reimbursement only occurs after the event by submitting invoices totaling the amount requested and Post Event Report.** See page two for the allowable/disallowable expenses that may be used for reimbursement.

**SPORTS WILLIAMSBURG MARKETING CO-OP GRANT REQUEST**

**APPLICATION SUMMARY**

Event Title: \_\_\_\_\_

Proposed Dates: \_\_\_\_\_

Location(s): \_\_\_\_\_

Participants Expected: \_\_\_\_\_ (application question #21)

Spectators Expected: \_\_\_\_\_ (application question #21)

Williamsburg Area Lodging Room Nights Expected \_\_\_\_\_ (application question #21)  
(number of rooms x nights =)

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

Intended use of the funds if awarded: \_\_\_\_\_

\_\_\_\_\_

Will this event be in the Williamsburg area for multiple years? Explain. \_\_\_\_\_

\_\_\_\_\_

Will this event take place if you do not receive the Sports Williamsburg Co-op Marketing Grant?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No



**SIGNATURE/DISCLAIMER**

We, the undersigned, hereby certify that we have read and understand the 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)



**Sports Marketing Grant Final Report Outline**

Event Name:

Event Date(s):

Venue(s) Used:

Number of Actual Athletes:

Number of Actual Spectators:

Lodging Production:

Property Name:

Total Room Nights Projected:

Total Room Nights Actualized\*:

Property Name:

Total Room Nights Projected:

Total Room Nights Actualized\*:

Property Name:

Total Room Nights Projected:

Total Room Nights Actualized\*:

Property Name:

Total Room Nights Projected:

Total Room Nights Actualized\*:

\*Total Room Nights Actualized should be the total rooms utilized by the group during the entire event (Number of rooms per night x number of nights).

Additional direct local economic impact generated by your event:

Contracted Catering:

Restaurants:

Attraction Tickets:

Tent Rentals:



Other Equipment Rentals:

Venue Rentals:

Security/Police Services:

Local Staff Expense:

Earned Media Value:

Miscellaneous (Please provide service names):

What went well for your event in our destination?

How could we, as a destination, have improved your event results?

Will you bring your event back to the Williamsburg area?

If yes to above, when do you plan to return?