



Gulf Shores | Orange Beach Sports & Events is a division of Gulf Shores & Orange Beach Tourism. As such, it is our mission to market coastal Alabama as a sports and events destination, thus enhancing the quality of life in Gulf Shores and Orange Beach.

Sporting events considered for grant funding include amateur, collegiate and professional athletic events. These events must be planned, presented and played in Gulf Shores and/or Orange Beach, AL. When awarding grants, GSOB Sports & Events places emphasis on confirmed room nights, media/TV coverage and other marketing or sponsorship opportunities.

The following criteria must be met in order to qualify for any grants (both financial and in-kind):

1. All housing listed and/or promoted for the event must be located within Gulf Shores and/or Orange Beach
2. Hotel/condominium room nights must be confirmed with the return of:
 - a. Room forms (electronic or hard copy)
 - b. Survey sheet conducted by GSOB Sports & Events staff during event
3. If event is partnered solely with one area business (i.e. one accommodation provider or one restaurant) and GSOB Sports & Events does not have the opportunity to promote its annual sponsors, GSOB Sports & Events will be unable to provide any grants financial or in-kind
4. If event is soliciting for sponsorships, ad program sales, signage or other funding from area businesses, this will minimize the amount of grant assistance GSOB Sports & Events can provide
5. Recognition of GSOB Sports & Events must be included where appropriate on all printed materials, the organization's website, official program and referred to in all public relations activities for the event
6. Grant application and W-9 must be completed, signed and returned to GSOB Sports & Events no later than 45 days prior to event start date
7. Minimum of 100 room nights required to qualify for cash grants

Applications are reviewed and approved by Gulf Shores | Orange Beach Sports & Events and its Advisory Council and/or submitted for consideration for the following year's budget.

All financial grants will be awarded after the event and upon confirmation of the above requirements. In-kind grants will be awarded based on the previous year event's room night history and fulfillment of obligations by the event planner.



Name of event

Event start date

Event end date

Contact person

Address

City

State

Zip

Phone

Email

Website

EVENT SUMMARY

Event description (national, regional, adult, youth, etc.)

Host organization

Organization description (include date organization was established)

Location

Admission

Scheduled times

Type of event (championship, qualifier etc.)

Age of athletes

Governing body affiliated with event

OTHER

Non-profit organization?	Yes	No
Tax ID or SSN No.?		
Liability insurance	Yes	No
Name of carrier		
Has venue/facility been secured	Yes	No
Facility		
Facility contact name		Contact phone

LODGING

If funding is provided to the event by Gulf Shores | Orange Beach Sports & Events, the event planner must only promote accommodations in Gulf Shores and Orange Beach lodging district.

Anticipated number of attendees	Athletes	Fans
Have you contacted area lodging provider?	Yes	No
If yes, which lodging provider(s)?		
Can the tourism office assist you in securing lodging?	Yes	No
Estimated number of room nights: # rooms	x # nights	= # room nights
Room night history of event (if applicable); attached additional sheets if needed		

Date	Hotel/Condo and contact name	Room nights (#rooms x #nights)
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Room form collection method:	Attendees	Vendors
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FUNDING

Amount of funding requested \$

Intended use of funds

Have you received a grant from GSOB Sports & Events in the past? Yes No

If yes, include amount, name of event and year received

Community support and other sources of funding

List any city, county or other cash contributions from public entities for this event (include amount and source)

Outline any in-kind support from the community that has been committed for this event (donated facilities, volunteer/staff support, city/county services, etc.)

MARKETING

Are you partnering with any business for this event? Yes No

Are you soliciting businesses for any of the following (check all that apply)?

Sponsorship Program advertising Signage

Other:

What is the overall event plan (including schedules, competitions specifics, special events)? (Please attach your schedule if available.)

What plans have been made for promotion/marketing of the event?

Is there a confirmed media coverage component? Yes No

If yes, what type? Local Regional National

What type of coverage? TV Social Other

Media outlet information (if available)

EVENT HISTORY

Previous event dates

Previous event organizer

Name

Phone

Email

SPONSOR BENEFITS

Gulf Shores | Orange Beach Sports & Events is able to provide grants to events because of our annual sponsors. GSOB Sports & Events requests representation at each event through signage, tables, etc. GSOB Sports & Events will occasionally pass these opportunities on to our sponsors, allowing them recognition at such events.

Sporting Event sponsorship opportunities for GSOB Sports & Events are available through:

Media

Social media

On-site promotion

Other:

Authorized Signature of applicant

Title

Date

Please complete the attached W-9 form.

All grants are reviewed, scored and approved prior to the event on a point-based system but are awarded on a performance basis. Grant approval and grant funding may not equal the same amount.

At all events sponsored by Gulf Shores | Orange Beach Sports & Events either by in-kind contributions or cash-only, event-specific sponsors or GSOB Sports & Events sponsors may be promoted or be present on site. Bringing outside sponsors to the event or promoting within the event could reduce GSOB Sports & Event's sponsorship of the event.

Grant funding will be awarded once the event is complete, room night forms have been verified, room forms have been returned, and a W-9 form is on file.

Initial _____