



Gulf Shores | Orange Beach Sports & Events is a division of Gulf Shores & Orange Beach Tourism. It is our mission to market coastal Alabama as a sports and events destination to enhance the quality of life in Gulf Shores and Orange Beach.

Events considered for grant funding must occur in Gulf Shores and/or Orange Beach. When awarding grants, GSOB Sports & Events places a higher ranking on confirmed room nights and attendance, media/TV coverage and other marketing opportunities.

The following criteria must be met to qualify for any grants:

1. All housing listed and/or promoted for the event must be located within Gulf Shores and/or Orange Beach
2. Contract with GSOB Sports & Events and proof of event liability insurance with a minimum of \$500,000 in coverage for the event and naming both GSOB Sports & Events and GSOBT as additionally insured*
3. Hotel/condominium room nights must be confirmed and include promotion of discount room link provided by GSOB Sports & Events as follows:
 - a. Ticketed event: Point of purchase/website questionnaire provided by GSOB Sports & Events on ticketing site
 - b. Non-ticketed event: Agreed upon on-site attendee survey
 - c. Vendors/participants: Electronic or paper room form
4. New or existing multi-day event
5. Support family-friendly values of the destination; sustainable and eco-friendly events will be given a higher priority for consideration
6. Work with the city of Gulf Shores, city of Orange Beach or specified venue for event permitting
7. Grant application and W-9 must be completed, signed and returned to GSOB Sports & Events no later than 90 days prior to event start date
8. Various media coverage and minimum attendance requirements must be met corresponding with the grant level as follows:
 - a. Major Event Grant I (up to \$200,000 cash and up to \$50,000 promotion/advertising)
 - i. Coverage: Nationally televised live
 - ii. Minimum attendance: 10,000
 - b. Major Event Grant II (up to \$50,000 cash and up to \$20,000 promotion/advertising)
 - i. Coverage: National TV component, streaming national outlet or large marketing component (national talent i.e. major influencer, blogger, concert, entertainment or network star)
 - ii. Minimum attendance: 5,000
 - c. Major Event Grant III (up to \$8,000 cash and included in regional promotion/advertising)
 - i. Coverage: Non-paid local or regional media
 - ii. Minimum attendance: 2,500

Applications are reviewed by Gulf Shores | Orange Beach Sports & Events and its Advisory Council and/or submitted for consideration for the following year's budget. The Gulf Shores & Orange Beach Tourism Board of Directors approves or denies on an annual basis.

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.

*Some smaller grant events may not require a contract or event insurance with GSOB Sports & Events named as additionally insured

Name of event

Event start date

Event end date

Contact

Address

City

State

Zip

Phone

Email

Website

EVENT SUMMARY

Event description

Host organization

Organization description (include date organization was established)

Location

Ticketed event

Yes

No

Ticket cost \$

Scheduled times

Type of event (festival, etc.)

FUNDING

Amount of funding requested

Intended use of funds

Have you previously received a grant from the Gulf Shores & Orange Beach Tourism or Gulf Shores | Orange Beach Sports & Events? Yes No

If yes, include the 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 (include amount and source)

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

Total budget

MARKETING

Are you partnering with any businesses for the event? Yes No

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

Sponsorships Program advertising Signage Other

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

Is there a confirmed media coverage component? Yes No

If yes, what type?

Live national TV National TV/large marketing component Non-paid local/regional media

Media outlet information (if available)

OTHER

Non-profit organization? Yes No

Tax ID or SSN number

Liability insurance? Yes No Amount of coverage

Name of carrier

Has venue/facility been secured? Yes No

Facility

Facility contact Contact phone

Has permitting been secured? Yes No

LODGING

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

Anticipated number of attendees/vendors: Attendees Vendors

Have you contacted area lodging providers? Yes No

If yes, which lodging provider(s)?

Hotel/condominium room nights must be confirmed and include promotion of discount room link provided by GSOB Sports & Events.

Estimated number of room nights: # rooms x # nights = # room nights

Room collection method: Attendees Vendors

EVENT HISTORY

Previous event dates	Location (city/state)	# Attendees	# Vendors	# Room nights
1.				
2.				
3.				

EVENT REFERENCES

Year	Name	Email	Phone
1.			
2.			
3.			

SPONSOR BENEFITS

Gulf Shores | Orange Beach Sports & Events is able to provide grants to events because of our annual sponsors. : FB 5 Fc b e f i 8 i X a g e X d h X s t s representation at each event through signage, tables, in-advance social media, etc. Additionally, we will sometimes pass these opportunities on to our sponsors, allowing them recognition at such events.

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

Media	Social media	On-site promotion	Other
-------	--------------	-------------------	-------

Authorized signature of applicant

Date

Title

Please complete the attached W-9 form.

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

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

Initial