



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
8. Typical cash grant amounts awarded range from \$500-3,000

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.

Grants are based on criteria such as:

- Room nights
- Media coverage
- Type of media coverage
- Season
- Bid required
- New event or multiple year event
- Sponsorship pass-thru opportunities

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.