

MAJOR EVENT GRANT APPLICATION



POLICIES & PROCEDURES

I have read and understand the policies/procedures Yes No

Signature _____

ORGANIZATION INFORMATION

Name of organization hosting event _____

Organization address _____

City _____ State _____ Zip _____

Contact (event planner name) _____

Email _____ Phone _____

Organization website _____

Event website (if different) _____

Non-profit organization Yes No

Tax ID or SSN No. Yes No

Liability insurance Yes No

Name of carrier (N/A if this does not apply) _____

EVENT INFORMATION

Name of event _____

Event start date _____ Event end date _____

Type of event Consumer show Festival Other

Event description _____

Has venue/facility been secured? Yes No

Event venue/facility (N/A if venue has not yet been secured) _____

Ticketed? Yes No

Admission (public) _____

Scheduled times _____

Schedule of events (if available) _____

Anticipated number of attendees _____ Anticipated number of vendors _____

LODGING

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

Have you contacted an area lodging provider? Yes No

If yes, which lodging provider(s)? _____
(N/A if venue has not yet been secured)

Do you need assistance securing lodging? Yes No

Estimated number of rooms needed per night Attendees _____ Vendors _____

Estimated number of nights Attendees _____ Vendors _____

Room night history of event (N/A if this does not apply)

Please include: year(s), hotel/condo and contact name, and room nights (# rooms x # nights)

Previous event dates (N/A if this does not apply)

Please include year(s), location, reference name, phone, email

Room form collection method (Vendors) Paper Web link from us Included on your website or registration

Room form collection method (Attendees) Paper Web link from us Included on your website or registration

FUNDING

Various media coverage and minimum attendance requirements must be met corresponding with the grant level as follows:

Major Event Grant I (up to \$200,000 cash and up to \$50,000 promotion/advertising)

Coverage: Nationally televised live

Minimum attendance: 10,000

Major Event Grant II (up to \$50,000 cash and up to \$25,000 promotion/advertising)

Coverage: National TV component, streaming national outlet or large marketing component (national talent i.e. major influencer, blogger, concert, entertainment or network star)

Minimum attendance: 5,000

Major Event Grant III (up to \$10,000 cash and promotion/advertising)

Coverage: Non-paid local or regional media

Minimum attendance: 2,500

Amount of funding requested _____

Have you previously received a grant from us? Yes No

If yes, include amount, name of event and year (N/A if this does not apply)

Community support and other funding sources (N/A if this does not apply)

Total budget

MARKETING

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

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

Program advertising Signage Sponsorship Other None

What promotion/marketing plans have been made (print media, radio, TV, social media, etc.)

Is there a confirmed media coverage component? Yes No

If yes, what type (select all that apply) National Regional Local None

What type of coverage (select all that apply)?

TV (live) TV (streaming or recorded) Print Radio
 Social media Other None

Media outlet information (if available)

Example: CBS Sports, Netflix, ESPN, local affiliates, etc.

EVENT SPONSOR BENEFITS

Alabama's Beaches Sports & Events is able to provide grants to events because of our annual sponsors. Please provide the following information about sponsor benefits offered to our organization. We will follow up with you to confirm/activate sponsorship benefits.

Event sponsorship opportunities

(Select sponsorship benefits for AB Sports & Events to utilize)

Media Social media On-site signage On-site activation
 Comped tickets/entry Other

Major event benefits contact

Benefits contact email Benefits contact phone

SIGNATURE/ACKNOWLEDGMENT

Please complete the supplied 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.

All financial grants will be awarded after the event and upon confirmation of the above requirements.

Signature