

POLICIES & PROCEDURES

Alabama's Beaches 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, Orange Beach, and Fort Morgan. Events considered for grant funding must occur in Gulf Shores and/or Orange Beach. When awarding grants, AB 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 Orange Beach
2. Event sponsorship benefits for AB Sports & Events must be agreed upon and fulfilled
3. Contract with AB Sports & Events and proof of event liability insurance with a minimum of \$500,000 in coverage for the event and naming both AB Sports & Events and Alabama's Beaches as additionally insured* (only applies to Major Event Grant I)
4. Vendor hotel/condominium room nights must be confirmed via an electronic or paper room form or accommodation contract
5. New or existing multi-day event
6. Support family-friendly values of the destination; sustainable and eco-friendly events will be given higher priority and consideration
7. Work with the city of Gulf Shores, city of Orange Beach, or specified venue for event permitting
8. Post-event report must be submitted no more than 60 days after the event, included verified attendance and vendor room nights
9. Grant application and W-9 must be completed, signed, and returned to AB Sports & Events no later than 90 days prior to event start date
10. 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)
 - Coverage: Nationally televised live
 - Minimum attendance: 10,000
 - b. 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, content, entertainment, or network star)
 - Minimum attendance: 5,000
 - c. Major Event Grant III (up to \$10,000 cash and included in regional promotion/advertising)
 - Coverage: Non-paid local or regional media
 - Minimum attendance: 2,500

Applications are reviewed by Alabama's Beaches 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 then approves the budget.

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

MAJOR EVENT GRANT APPLICATION



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. A discounted room night link will be provided to share with attendees.

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 ☐ Hotel contracts

Room form collection method (Attendees) ☐ Paper ☐ Web link from us ☐ Hotel contracts

FUNDING

All financial grants will be awarded post-event and upon confirmation of the requirements outlined in the Policies & Procedures, including media coverage and minimum attendance corresponding with the grant levels. In-kind grants will be awarded based on the previous year event's room night history and fulfillment of obligations by the event planner.

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

Please provide the level of benefits offered to Alabama's Beaches Sports & Event with this sponsorship. Sponsorship benefits must be agreed upon and fulfilled to receive grant funding.

Major event sponsorship level _____

Major event sponsorship opportunities

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

☐ Media ☐ Social media ☐ On-site signage
☐ Comped tickets/entry ☐ Other ☐ On-site activation (Beach Engagement Vehicle)

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 _____

Title _____ Date _____

GRANT APPROVAL: FOR INTERNAL USE ONLY

Amount Approved _____

Approved By _____

Signature _____

Date _____