

SPORTS GRANT APPLICATION



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.

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, AB 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, Orange Beach, and/ or Fort Morgan
2. Hotel/condominium room nights must be confirmed with the return of:
 - Room forms (paper or electronic)
 - Survey sheet conducted by AB Sports & Events staff during event
3. Confirmation by AB Sports & Events of room nights from a minimum of 85% of participants.
4. Room night information submitted/received within 30 days post-event.
5. Recognition of AB 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 AB 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 Alabama's Beaches Sports & Events and its Advisory Council and/or submitted for consideration for the following year's budget. Please note that if the event is partnered solely with one area business (i.e. one accommodation provider or one restaurant), and AB Sports & Events does not have the opportunity to promote its annual sponsors, AB Sports & Events may be unable to provide any financial or in-kind grants. If the event is soliciting sponsorships, ad program sales, signage, or other funding from area businesses, it could minimize the amount of grant assistance AB Sports & Events can provide.

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's event room night history and fulfillment of obligations by the event planner.

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

☐ National championship

☐ Regional championship

☐ State championship

☐ Qualifier

☐ Open registration

☐ Invitational

☐ Other _____

Age group of athletes

☐ Adult

☐ Youth

☐ High School

☐ Collegiate

☐ All ages

Governing body affiliated with event _____

Event description _____

Has venue/facility been secured? ☐ Yes ☐ No

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

Admission/registration fees (include \$ amount) _____

Schedule of events (if available) _____

Scheduled times _____

Anticipated number of attendees (athletes) _____

Anticipated number of attendees (fans) _____

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 _____ Estimated number of nights _____

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: ☐ Paper ☐ Web link from us ☐ Included on your website or registration

FUNDING

Grant funding is typically approved for \$500-\$3,000 and based on certain criteria, including time of year, event marketing, etc.

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)

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

Media outlet information (if available)

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

SPONSOR BENEFITS

Alabama's Beaches Sports & Events is able to provide grants to events because of our annual sponsors. AB Sports & Events requests representation at each event through signage, tables, etc. AB Sports & Events will occasionally pass these opportunities on to our sponsors, allowing them recognition at such events.

Sporting event sponsorship opportunities

(Select all sporting event sponsorship opportunities for AB Sports & Events to utilize)

☐ Media

☐ Social Media

☐ On-site signage

☐ On-site activation

☐ Comped tickets/entry

☐ Other

☐ N/A

Contact: _____

Email: _____

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.

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

Signature _____

Title _____ Date _____

GRANT APPROVAL: FOR INTERNAL USE ONLY

Amount Approved _____

Approved By _____

Signature _____

Date _____