

## 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 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  NoTax ID or SSN No.  Yes  NoLiability 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 agesIs this a bid event?  Yes  No

Region(s) where participants are from:

 Local (Baldwin, Mobile, Escambia Counties)  Alabama  Southeast  National  International

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) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Schedule 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. 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: \_\_\_\_\_ Estimated number of nights: \_\_\_\_\_

Room form collection method:  Paper  Web link from us  Included on your website or registration

Number of years event has been hosted: \_\_\_\_\_

Previous destination host(s) (N/A if this doesn't apply): \_\_\_\_\_

Number of events hosted in Gulf Shores and Orange Beach each year: \_\_\_\_\_

## FUNDING

*Approved grant funding ranges from \$500-\$10,000 based on specific criteria, including time of year, type of event, event marketing, etc. Grants awarded can be cash or a combination of cash and in-kind meals. Typically, cash grants are reduced if we are providing in-kind meals. Not all grant requests will be approved.*

Amount of funding requested: \_\_\_\_\_

Are you requesting in-kind meals?  Yes  No

If yes, include the following detail (N/A if this does not apply)

Breakfast: # of people \_\_\_\_\_ # of days \_\_\_\_\_

Lunch: # of people \_\_\_\_\_ # of days \_\_\_\_\_

Dinner: # of people \_\_\_\_\_ # of days \_\_\_\_\_

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                       None

Media outlet information (if available)

Example: 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

### 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 \_\_\_\_\_