

Explore Waterloo Region - Sport Hosting Event Grant Application Guidelines

Introduction

Explore Waterloo Region's Sport Hosting Event Grant program is intended to support organizations hosting new and existing sporting events in the region that will enhance sporting infrastructure, the region's event hosting capacity, and create strong experiences for the community and spectators.

The main objective of the program is to provide support to events that enhance the region's profile and capacity to host sport overall. Events at a provincial, national, and international level of competition are areas of highest benefit to the region's hosting goals and the development of sport programming and infrastructure in the community.

Any events that are hosted in conjunction with (or with the support of) strong partnerships will be valuable to your application. Collaboration with a National Sport Organization (NSOs) and Provincial Sport Organization (PSOs) is a desired attribute of any request. Additionally, partnerships with local businesses (hotel partners, transportation, food and beverage, etc.) are important drivers of business to the region.

As you complete your application, please note that submissions will be scored based on alignment with the objectives of Sport Hosting:

- Tourism and economic development from your event (ie: participants, hotel rooms, etc.)
- Engagement with the local community
- Strong partnerships, particularly within the region
- A legacy and impact on future sport hosting in the region
- Strong organizational leadership and financial stability
- Impact on local sport development in Waterloo Region

Grant Allocation Considerations

1. Sport Hosting is the first point of contact for any funding requests and consultation with the Manager of Sport Hosting prior to submission is required
2. Grant allocations are contingent on the available funding through Sport Hosting
3. Not all applicants meeting the grant criteria will necessarily receive support
4. The event should not be dependent on a grant from Sport Hosting to operate
5. Grant allocation does not indicate future funding for recurring events
6. Sport Hosting reserves the right to request further financial details, if needed

*Note: In conjunction with financial support or separately, Sport Hosting can and may provide in-kind support in the form of marketing and press activations, advisory services, and resources/templates.

Eligibility

Sport Hosting views the below event types as ideal candidates for grant support:

- Single and multi-sport competitions at the regional, provincial, national, and international level
- Sporting events and festivals drawing competitors and spectators from outside Ontario
- Training camps
 - Training camps must be for athletes/teams competing at a provincial, national or international level
- Events must occur within Waterloo Region
- Conferences, symposiums, AGMs & congresses – Event must occur for more than one day and be sport-focused, including areas of content such as: sport development, sport medicine, high performance training, sport legacy, sport hosting, and coaching

***Note: All events must be sanctioned by a Provincial or National sport governing body, and/or in conjunction with the international governing body and its rules/regulations.**

| | CATEGORY 1 | CATEGORY 2 | MARQUEE EVENT | TRAINING CAMP |
|---------------------------------|---|---|---|--|
| | Fewer than <250 Participants OR Fewer than <500 Spectators | Greater than >250 Participants OR Greater than >500 Spectators | Greater than >750 Participants OR Greater than >1,500 Spectators | More than > 25 Participants OR Training Camp longer than 3-days |
| Organization | Non-profit & local | Non-profit & local | Non-profit & local | Non-profit & PSO/NSO-sanctioned |
| Sport Hosting Grant Application | YES | YES | YES | YES - Training Camp Application |
| Economic Assessment Model | N/A | STEAM Report | STEAM Report | N/A |
| Preliminary Event Budget | YES | YES | YES | YES |
| Post-Event Report | YES | YES | YES | YES |
| Max. Grant Allocation | \$5,000 | \$10,000 | \$25,000 | \$10,000 |

Who can apply?

- Municipalities
- NSOs/PSOs
- Academic institutions
- Community and minor sport organizations
- Non-profit sport organizations

Who is not eligible?

- Professional events held by for-profit organizations
- Events with primary venues and accommodations outside of Waterloo Region
- Recreational activities or events (ie: community softball tournament)
- Funding requests for events held retroactively
- Funding requests for organizations and operations (and not event-specific)
- Charity events

Types of Initiatives for Funding Requests

The below are seen as key initiatives that Sport Hosting identifies as valuable in supporting for events hosted in Waterloo Region;

- Facility rental fees/improvements
- Bid fees
- Event promotion
- Community engagement
- Sport development & training (ie: athlete, coach, officials)
- Purchase of new equipment required to host the event
- Increased hosting capacity or capacity to deliver the event
- Event research
- Legacy plans to support future goals of the sport

Application Process

1. Contact Taylor MacIntyre, Manager of Sport Hosting, prior to submission to establish a meeting to discuss the event details: tmacintyre@explorewaterloo.ca
2. Complete the Sport Hosting grant application form, including all main components;
 - a. Organizational information
 - b. Contact person
 - c. Event information
 - d. Financial information (including preliminary event budget)
 - e. Appendices
3. All applicants must include the financial summary of the last version of the event that was hosted (if applicable) or a letter of endorsement from the organization's financial representative
4. Sport Event Category 2 and Marquee Events must also complete the Sport Tourism Economic Assessment Model (STEAM) Estimate, with assistance from Sport Hosting
5. To submit the application, complete the fillable web form [here](#)
6. Once submitted, the Sport Hosting Grants Selection Committee will review and notify the applicant of the request status
7. The submission contact will be notified if the request is approved or denied and be informed of next steps
8. Once the event is completed, a [final report](#) must be completed (see below) and final payment will be distributed

****Important: Once the web form is submitted, you cannot make changes to the application.**

Requirements for Grant Recipients

- Include the Explore Waterloo Region – Sport Hosting logo on any print materials and on the event website at the appropriate funding level.
 - If the Province of Ontario or Sport Canada is an event partner, the Sport Hosting logo should be located adjacent to these partners
 - If no provincial or federal involvement, the Sport Hosting logo should be located with any municipal partners

- Provide all relevant digital event information, including website, social media accounts, event hashtags, key contacts, etc.
- Explore Waterloo Region will provide a brand toolkit and logo assets for use. Please review the Brand Toolkit and have all assets approved by Explore Waterloo Region before publishing
- Support in contacting athletes pre or post event, regarding economic impact surveys, event announcements, venue/facility information, etc.
- Provide access to official event photography and video post-event that can be used by Explore Waterloo Region for promotional purposes. Photo credit to be provided if required.
- Submit post-event final report within 60-days from the conclusion of the event, unless otherwise agreed upon with Explore Waterloo Region

Final Report

A final report will be required from the recipient following the event in order to trigger the final payment. You can find the final report template [HERE](#).

The final report will include (and more information may be required);

- Post event financial summary (including final budget)
- Metrics on community engagement
 - Hotel numbers
 - Business in the region (ie: social events, dinners, tourism, etc.)
 - Spectator numbers
 - Demographics and geographic origin of attendees
 - Engagement with local clubs and organizations
 - Media and press metrics generated by the event
- Legacy of the event in the community
 - Athlete/coach development
 - Officials' development
 - Capital infrastructure and venue impact
 - Future of the event and hosting considerations moving forward
- Explore Waterloo Region may request a testimonial about your event experience in our community

Important: Final reports are due within **60-days** of event conclusion (unless otherwise agreed upon with Explore Waterloo Region). Failure to provide the post event report may result in denial of funding and the return of pre-paid funding to Sport Hosting.

Financial Considerations

Approved projects will receive payment as follows;

- 50% - Upon grant confirmation or up to six (6) months before the event date(s), whichever is later.
- 50% - Upon completion of the event and submission of the final report.

Event Cancellation Considerations

If for any reason the event is cancelled, the recipient is to automatically return any funding to Explore Waterloo Region.

If event organizers make the decision to postpone the event to the following funding year, the grant applicant will be given the option to defer their application to the following year, therefore forfeiting their consideration for the current year. This would allow the option to have the grant amount directly carried forward to the next funding cycle without resubmitting an application – so long as the scope, nature and budget of the event is unchanged.

Should the event be cancelled due to any *force majeure*, Sport Hosting will work directly with organizers to recover costs and ensure the viability of the event as best as possible.

Next Steps

Contact Taylor MacIntyre, Manager of Sport Hosting, at tmacintyre@explorewaterloo.ca should you have any questions or if you're ready to apply for an Explore Waterloo Region Sport Hosting grant.