

Nanaimo Hospitality Sporting Event Grant Application - Summer 2017

Welcome to the Nanaimo Hospitality Sporting Event Online Grant Application!

This application form is for a Nanaimo Hospitality Sporting Events Grant. If you are applying for funding for a Festival or Event that is not sport-related, or for a feasibility study for a tourism or sport-related initiative, please use one of the other grant application forms available on the Nanaimo Hospitality Association website. Please read the Program Information Guide found on the Nanaimo Hospitality Assn webpage BEFORE completing this application form so you are aware of the eligibility requirements and evaluation criteria for this grant. It is advisable to read this Question Preview document so that you know what questions will be asked and you can gather all of the required information BEFORE you begin the application.

Once you have started the online application process, you are required to fill out the entire application in one sitting, as you will be unable to save your progress. You will be able to change your answers within the application while you are completing it, but once you have submitted the application, you will not be able to go back and add or change any of the information in the online form.

For questions regarding the application and the program, please email grants@nanaimohospitality.ca.

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Applicant Information

* 1. Legal Name of Organization

* 2. Legal Business Address

Address

Address 2

City

Province

Postal Code

* 3. Contact Person

* 4. Position in Organization

* 5. Email Address

* 6. Primary Phone Number

7. Alternate Phone Number

8. Society Registration Number (only if applicable)

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Sporting Event Information

* 9. Sporting Event Name

* 10. Location of sporting event (please be specific with an address or description)

* 11. Date of the sporting event (Please note that funding will not be awarded for events that take place in July as Nanaimo accommodations are already at capacity.)

Date Begin MM DD YYYY
 / /

Date End / /

* 12. What is the total budget for this sporting event?

* 13. Please list the amount of funding requested.

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Sporting Event Information

* 14. Has your organization applied for other grants or funding sources for this event?

Yes

No

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Other Funding Sources

15. Please specify the type and amount of funds requested from other sources and whether they are confirmed.

Name of Funding Source

1

Amount

Approval Date

Other comments

Name of Funding Source

2

Amount

Approval Date

Other comments

Name of Funding Source

3

Amount

Approval Date

Other comments

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Sporting Event Information

* 16. Please provide a detailed description of the sporting event for which you are requesting funding. Include the purpose of the event and a description of scheduled/programmed activities that are planned, etc.

* 17. How will you evaluate the event's success?

* 18. Is this a new sporting event?

Yes

No

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Sporting Event Information

* 19. If this is an existing sporting event that you are planning to enhance, please describe the changes/enhancements that are planned, the purpose of the enhancements, and any new components (max. 100 words).

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Sporting Event Information

* 20. Has the sporting event been confirmed/ secured?

- Yes
- No
- What needs to happen for this sporting event to be confirmed?

21. Please indicate the type of sporting event/tournament.

- Local - Nanaimo only
- Regional - from Duncan to Courtenay
- Vancouver Island - attendees coming from any part of the island
- Provincial - attendees coming from around the province
- National - attendees coming from across the country
- International - attendees coming from around the world
- Other (please specify)

* 22. Is this an annually occurring event?

Yes

No

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23. You indicated that this is not an annual event. Please indicate how often the sporting event may return to Nanaimo, or specify one-time if this is the only occasion on which it is likely to occur in Nanaimo within the next 5 years.

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Participant Information

Participants are individuals involved in the production of the sporting event. i.e. organizers, hired staff, judges, vendors, volunteers, athletes, coaches, etc. This section is NOT about spectators that are coming to view the sporting event.

* 24. How many total participants do you expect (organizers, hired staff, judges, vendors, volunteers, athletes, coaches, etc.)?

* 25. **Will the event attract out-of-town event participants (event organizers, staff, judges, vendors, volunteers, athletes, coaches, etc.) who will stay in overnight paid accommodation?**

Yes

No

* 26. Please provide a projected estimate of the number of participants attending your event from each of the geographic areas. The numbers you provide below should add up to the same number you provided in Question 24.

Local (from Duncan to Courtenay)	<input type="text"/>
Vancouver Island (north of Courtenay or south of Duncan)	<input type="text"/>
BC	<input type="text"/>
Other provinces	<input type="text"/>
US	<input type="text"/>
Other	<input type="text"/>

* 27. What percentage of your Participants (organizers, staff, judges, vendors, volunteers, athletes, coaches, etc.) do you anticipate will stay in paid accommodation?

- 0 %
- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-75%
- 75%+

* 28. What is your estimate of the average number of nights of accommodation the Participants will be staying?

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Spectators

This section will ask the same questions as the previous section, but the information requested is on the estimated spectators to the event, i.e people through the doors. These numbers should not include your participants.

* 29. What is the total number of spectators expected to attend this sporting event?

* 30. Will the event attract spectators who will stay in overnight paid accommodation?

- Yes
- No

* 31. Please provide a projected estimate of the number of spectators attending your event from each of the listed geographic areas. The numbers should add up to the same number you provided in Question 29.

Local - live between Duncan and Courtenay	<input type="text"/>
Other parts of Vancouver Island (north of Courtenay, or south of Duncan)	<input type="text"/>
BC	<input type="text"/>
Other provinces	<input type="text"/>
US	<input type="text"/>
Other	<input type="text"/>

* 32. Approx what percentage of spectators do you anticipate will stay in paid accommodation?

- 0%
- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-75%
- 75%+

* 33. What is your estimate of the average number of nights of paid accommodation spectators will stay?

* 34. Please tell us how you plan to track and record you event's attendance, and the origin of your participants and spectators. Do you plan to collect participant and spectator information, such a postal code or city of origin?

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Sporting Event Revenues

The next section of the application asks for detailed budget information.

Please provide your best estimate of the revenues and costs for the sporting event. You may either submit your own budget by emailing it to grants@nanaimohospitality.ca or complete this one.

* 35. Estimated Earned Revenues

Earned revenues are usually generated directly by an event and often include income from ticket sales, donations, concession or merchandise sales, sales of advertising in a program, etc.

Admission/ Ticket Sales	<input type="text"/>
Concession/ Merchandise Sales (net profit)	<input type="text"/>
On-site cash donations	<input type="text"/>
Advertising income (for programme or other)	<input type="text"/>
Other (please specify)	<input type="text"/>
Total Earned Revenues	<input type="text"/>

* 36. Estimated Fundraising Revenues

Fundraising revenues are usually generated from fundraising activities, sponsorships, in-kind supplies or services, and individual donations.

Individual Cash Donations	<input type="text"/>
Cash Sponsorships	<input type="text"/>
In Kind Sponsorships	<input type="text"/>
Fundraising Events	<input type="text"/>
Other (please specify)	<input type="text"/>
Total Fundraising Revenues	<input type="text"/>

* 37. Grant Revenues

Amount you are requesting from the Nanaimo Hospitality grant (even if it's not yet confirmed)

Municipal Grants you have requested (please specify amount requested and from which grant)

Provincial Grants

Other Grants - please specify

Total Government/Grant Revenues

38. If you are receiving other support not included above, please identify the funding source and include an estimate of the dollar value:

Funding Source 1

Funding Source 2

Funding Source 3

* 39. Estimated Total Revenues

* 40. Expense Items and costs (your best estimates)

Please enter only whole numbers without decimals or \$ sign)

Salaries, Fees and Commissions	<input type="text"/>
Marketing - posters, ads	<input type="text"/>
Professional Services i.e. judges, referees, officials, etc.	<input type="text"/>
On site communication - flyers, signage	<input type="text"/>
Financial Services - i.e. fundraising costs, ticketing, accounting	<input type="text"/>
Event Insurance	<input type="text"/>
Facility Rentals	<input type="text"/>
Other Services - equipment rentals, set up costs please provide details	<input type="text"/>
Food & Beverages	<input type="text"/>
Paid Accommodation for participants or officials (if the committee is paying)	<input type="text"/>
Awards, Prize Money	<input type="text"/>
Travel	<input type="text"/>
Transportation & Storage	<input type="text"/>
Materials & Supplies	<input type="text"/>
Other costs (please specify):	<input type="text"/>

* 41. Total Sporting Event Costs

* 42. Net Income (total revenues minus total expenses)

* 43. Briefly tell us how your event will drive new, overnight visitation to Nanaimo. Be specific. For example, describe any timing aspects of programmed activities that will encourage spectators to stay overnight, aspects of your marketing plan that target out of town spectators from more than 80 km away, etc.

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Event Hosting Experience

* 44. Describe your organization's previous experience hosting sporting events that demonstrate you have experience and capacity to develop and deliver the sporting event for which you are seeking funding.

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Event Uniqueness

* 45. Briefly tell us how you feel this event will add to the diversity of sporting events available in Nanaimo.

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Recognition

* 46. If you are awarded a grant, how are you able to provide public recognition to the Nanaimo Hospitality Association as a grant's contributor?

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Additional Information

* 47. Would you like an additional 20% on top of your grant to market your event to out of town participants or spectators?

Yes

No

If yes, how much are you requesting?

If you indicated that you are applying for additional funding for marketing your sporting event, please email a 1-2 page **marketing plan and budget** to grants@nanaimohospitality.ca and be sure to indicate how the requested marketing funding will be used to attract out of town participants or increase overnight spectators.

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Final Comments

Thank you for your application.

We kindly request that applicants not contact the Nanaimo Hospitality Association to inquire about the status of their application. We will be in touch within 4-6 weeks with the results of your application.

PLEASE NOTE: Successful applicants will be asked to submit a final report (template will be sent from the Nanaimo Hospitality Assn), final budget, and copies of receipts within 60 days of the conclusion of the event. This information will be used to calculate the economic impact of awarded event within the community and will help in the determination of future applications. A failure to do so may result in rejection of any new application and/or any final payments owing.

If you indicated that you are applying for supplementary marketing funding, please attach a marketing plan and budget for your sporting event and indicate how the requested marketing funding will be used to attract out of town participants or increase overnight spectators.

For questions regarding the application and the grant program, please contact grants@nanaimohospitality.ca.