

Alabama's Beaches Sports & Events is a division of Gulf Shores & Orange Beach Tourism. It is our mission to market coastal Alabama as a sports and events destination to enhance the quality of life in Gulf Shores and Orange Beach, Alabama.

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. 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\*
3. Hotel/condominium room nights must be confirmed and include promotion of discount room link provided by AB Sports & Events as follows:
  - a. Ticketed event: Point of purchase/website questionnaire provided by AB Sports & Events on ticketing site
  - b. Non-ticketed event: Agreed upon on-site attendee survey
  - c. Vendors/participants: Electronic or paper room form
4. New or existing multi-day event
5. Support family-friendly values of the destination; sustainable and eco-friendly events will be given a higher priority and consideration
6. Work with the city of Gulf Shores, city of Orange Beach or specified venue for event permitting
7. 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.
8. 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)
    - ii. Coverage: Nationally televised live  
Minimum attendance: 10,000
  - b. Major Event Grant II (up to \$50,000 cash and up to \$20,000 promotion/advertising)
    - ii. Coverage: National TV component, streaming national outlet or large marketing component (national talent i.e. major influencer, blogger, concert, entertainment or network star)  
Minimum attendance: 5,000
  - c. Major Event Grant III (up to \$10,000 cash and included in regional promotion/advertising)
    - ii. 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 or denies each request.

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

\*Some smaller grant events may not require a contract or event insurance with AB Sports & Events named as additionally insured