

SPORTS GRANT APPLICATION



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 Invitational
 Qualifier Open registration Series

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 \$750-\$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 None

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

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.

At all events sponsored by Alabama's Beaches Sports & Events, either by in-kind contributions or cash-only, event-specific sponsors or AB Sports & Events sponsors may be promoting within the event could reduce AB Sports & Events' sponsorship of the event.

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

Signature _____

Title _____ Date _____