

MAJOR SPORT INVESTMENT PARTNERSHIP Program

1) SUMMARY

The Greater Victoria Sports Tourism Commission (GVSTC) collaborates with the local hotel community to provide partnership investment to select sporting events that support the two groups' mutual business objectives. Greater Victoria Sports Tourism Commission administers this Partnership Program.

The Greater Victoria Sports Tourism Commission and the hotel community review sponsorship and partnership applications annually. More applications are received than there are partnership funds available, so the following information is provided as a guide for the sporting events community to assess if they are strategically aligned with the objectives of both the Greater Victoria Sports Tourism Commission and the hotel community.

Applications will be reviewed on their individual merit based on the objective of the Greater Victoria Sport Tourism Commission, the resources available and the following parameters:

- Generate significant measurable overnight stays in paid accommodations (500 room nights minimum)
- Have a promotional plan in place
- Promote tourism and the region
- Legacy plan in place
- Preference is given to peak-season (January to April, November to December) sporting events
- Comply with Greater Victoria Sports Tourism Commission's process for tracking room blocks through CRM (Customer Relationship Management) technology

Please read the following guidelines carefully to ensure that your project fits with program criteria.

Requirements

All applications **must** include the following criteria to be eligible for funding:

- Investment amount
- Total event attendance – anticipated
- Out of town attendees – anticipated
- Overnight stays in paid accommodation – anticipated (minimum 500 room nights)
- Location of expected room nights (Hotels/Accommodation)
- Details of investment allocation
- Explanation of benefit to tourism industry of Victoria
- Event business plan including financial projections and budgets
- Track room nights and statistics by event for final report
 - All reports and studies will be managed under Greater Victoria Sports Tourism Commission's instruction and supervision to ensure consistent reporting methodology
 - Report questions will be provided by the Greater Victoria Sports Tourism Commission

The following will be requirements if investment is awarded:

- The return of any unspent funds
- The return of funds spent that did not form part of the Greater Victoria Sports Tourism Commission's approved agreement or any post-agreement amendments
- Visible branding of Greater Victoria Sports Tourism Commission is required and must be approved prior to event
- Greater Victoria Sports Tourism Commission's support to be acknowledged in all media releases
- In-kind services will be determined on a case-by-case basis

Partnership Investment Guidelines

- Partnership investment will be provided to applicants at the discretion of the Greater Victoria Sports Tourism Commission and will be allocated based on pre-determined and agreed upon project timelines
- Funding amount will vary depending on event impact and application assessment
- Funding support will be awarded on a year-by-year basis
- There will be no multi-year funding agreements

2) APPLICATION STEPS

Step 1: Ensure Qualification for Funding

Greater Victoria Sports Tourism Commission will consider submissions that meet all the following guidelines:

- Organizations that plan and host an event that is either international, national, provincial or regional level sport events. Organizations that plan and host a single cultural or sport event that is open to the public
- Investment directly supports incremental overnight visitation
- Increase to existing out-of-town event attendees
- Existing or creation of new advertising or PR campaign that drives overnight stays
- Eligible project costs include: development of targeted non-local marketing plan; placement and production of print, broadcast, electronic, direct marketing and social-media advertising
- Legacy plan strategy in terms of priority allocations should your event experience any financial legacy (surplus) through over performance on self-generated revenue, sponsorship recruitment, and/or through unanticipated financial management efficiencies. Specifically, highlight how any legacy will be used to the benefit of Greater Victoria.
- Other project costs will be considered on a case-by-case basis

The Greater Victoria Sports Tourism Commission **cannot** provide funding for general and/or administrative costs.

Step 2: Complete and submit Appropriate Documentation

If you believe your event meets the criteria above, please do the following:

- Complete the Sport Investment Partnership Program Application
- All applications must be submitted to the Greater Victoria Sports Tourism Commission by October 31, 2019. Funding decisions will be announced December – January (Please note that late applications may be considered and will be evaluated on an individual basis)
- Incomplete applications will result in reduction in sponsorship value and/or refusal of event application
- Applications must address the program requirements as outlined in the Eligibility Requirements
- Organizations can submit their application in one of two ways:

By email to: eventapplications@tourismvictoria.com

Or

By mail to: Greater Victoria Sports Tourism Commission
Suite 200 - 737 Yates Street
Victoria, B.C. V8W 1L6

Step 3: Application review and assessment

- The Greater Victoria Sports Tourism Commission and the hotel community review and assess the application following the guidelines in Step 1
- Proposals will be reviewed based on date received by the Greater Victoria Sports Tourism Commission

Step 4: Post Application review and assessment

- All applicants will be notified regarding their submission by January 31, 2020. Should the application be approved, staff will issue a letter to organizer with decision
- Successful applicants will receive the agreement form for review and signature. This document will include the funding amount and a Termination Agreement. No funding will be granted prior to the execution of this agreement.

Step 5: Post Event Reporting

A post-event report is required that evaluates and measures the outcomes of the event to its originally stated objectives.

Event organizers must submit tracked data from the event. All reports and studies will be managed under Destination Greater Victoria's instruction and supervision to ensure consistent reporting methodology.

Report questions will be provided by Destination Greater Victoria.

3) ADDITIONAL INFORMATION

Other Resources

There are many organizations that offer funding for major sport events including:

- Hosting BC www.viasport.ca/grant/hosting-bc
- Major Sport Event Hosting www2.gov.bc.ca/gov/content/sports-culture/events-hosting/event-funding/major-sport-event-hosting

Other Helpful Tips

- The objective of this program is not to fund events that are already profitable in order to simply increase their profitability. The spirit and intent of the program is to drive incremental paid accommodation to Greater Victoria through effective investments in marketing of major sport events.
- The purpose of the program is not to provide ongoing core-funding for major sport events.
- These events must demonstrate they are viable and sustainable without the investment.
- The Greater Victoria Sports Tourism Commission will decline funding if there is a risk the event will not be executed as communicated in the application.

Political Involvement

The Greater Victoria Sports Tourism Commission is a strategy-focused organization dedicated to building tourism business for the community's benefit. The organization is not political. Any attempts to influence the program process through political channels, or by engaging politicians to lobby on behalf of major event organizers, is inappropriate.