



GREATER  
**VICTORIA**

SPORT TOURISM COMMISSION

Major Sport Investment Partnership Program  
2024 Application and Guidelines

## Program Objectives

The Major Sport Investment Partnership Program sponsors major sports events during the off-peak tourism season, aiming to boost overnight stays in the Greater Victoria region.

This program is a collaboration between the Greater Victoria Sport Tourism Commission (GVSTC) and the local hotel community, supporting mutual business objectives.

### **Eligible Events Must:**

- Take place in one or more of the 13 municipalities in the Greater Victoria region
- Demonstrate potential to increase tourism and generate measurable overnight stays in paid accommodations
- Have a promotional plan in place
- Include a legacy plan outlining the use of any financial surplus
- Use GVSTC's process for requesting hotel room rates and tracking room pickup
- Submit a post-event report upon completion

Funding priority will be given to events that take place between September through May.

## Funding Uses

Funds can be used to enhance an existing event or create a new one, provided they directly support increased overnight visitation and tourism for the Greater Victoria region.

Awarded funds cannot be used for prize money, giveaways, gifts, awards, or general/administrative costs.

# Key Steps

Please review the 4 key steps. If funded, it is integral all steps are completed in a timely manner to ensure funds can be released.

## 1) Applications

Applications should be submitted as soon as possible to maximize funding potential. All applications are reviewed by the Greater Victoria Sport Tourism Commission, and certain applications may also be reviewed by the local hotel community. Organizations can submit their application via email to:

- [keith.wells@victoriasporttourism.com](mailto:keith.wells@victoriasporttourism.com)

## 2) Partnership Agreement

If successful, event organizers will receive a Partnership Agreement outlining the funding amount, additional terms, payment information, and a Termination Agreement. This agreement must be reviewed, completed, and signed before any funding is granted.

## 3) Hotel RFP Process

Events must use the Greater Victoria Sport Tourism Commission Hotel RFP process to gather information about event hotels and room rates at the earliest opportunity. This process, including selecting key hotels, must be initiated before the release of the first 50% partnership payment and this process can begin over a year before the event starts.

## 4) Post-Event Report

After the event, organizers must complete a [post-event report using the online form](#) provided by the Greater Victoria Sport Tourism Commission. Once the report is submitted and reviewed, the final 50% payment will be released according to the terms in the Partnership Agreement.

## Funding Terms

Events that secure their own hotel partners without using the Greater Victoria Sport Tourism Commission Hotel RFP process may lose funding, be required to repay any funds, and/or be denied future funding.

Events that are primarily academic, political, or religious are not eligible for sponsorship. Events must demonstrate viability and sustainability without investment funding.

Funding is provided at the discretion of the Greater Victoria Sport Tourism Commission and will vary based on event impact and application assessment.

There are no multi-year funding agreements, and events that have been funded in the past must re-apply each year.

## Source of Funding

The Major Sport Investment Partnership is funded through the Municipal & Regional District Tax (MRDT), a tax applied when staying in paid accommodation – such as hotels, motels, B&Bs. The purpose of the MRDT is to raise revenue for tourism marketing, programs, and projects. The MRDT is jointly administered by the Ministry of Finance, Ministry of Tourism, Arts, Culture & Sport, and Destination British Columbia.

The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and must be supported by both local governments and tourism industry stakeholders.

## Political Involvement

The Greater Victoria Sport Tourism Commission, an entity of Destination Greater Victoria is a strategy-focused organization dedicated to building sport 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.

**1. ORGANIZATION INFORMATION**

Organization Name:		
Organization Address:		
City:	Province:	Postal Code:
Applicant Name:		Position with Organization:
Applicant Email:		Business Phone Number:

**2. EVENT INFORMATION**

Event Name:		
Event Start Date:	Event End Date:	
Venue(s):		
Is this a new event or expansion of an existing initiative?	New	Expansion of existing event
If this is an existing initiative, how many years has it been operating?		
Event description and purpose:		

What legacies and sustainable benefits are generated by the event for the host city and region?

### 3. ATTENDANCE INFORMATION

Have you hosted this event previously?	No	Yes	If so when?
Total Past Attendance:	Total Past Out-of-Town Attendance:	Hotel Room Nights:	
Anticipated Attendance for current event:			
Total Attendance:	Total Out-of-Town Attendance:	Hotel Room Nights:	
Anticipated Partner Hotels:			
Describe room night tracking method (e.g. room booking promo codes, online ticket sale tracking, CRM):			

The event organizer agrees to follow Greater Victoria's internal process used to ensure transparency, tracking and measurables through the CRM (Customer Relationship Management) room blocking system. Once the report has been presented to individual event organizers, they will be able to make their own decisions and work directly with hotel partner(s) to confirm room rates and block bookings.

### 4. FUNDING INFORMATION

Requested Funding Amount:			
Have you received funding from Greater Victoria Sport Tourism Commission in the past?	No	Yes	If so when?
Are you requesting funding through the Government, Municipal/City grants and/or other funding sources?			
No	Yes	If yes, Please provide details:	
Provide explanation of how funds will be allocated (detailed – attach additional sheet if required):			

## 5. RECOGNITION OF THE GREATER VICTORIA SPORT TOURISM COMMISSION

Explain the sponsorship benefits the Greater Victoria Sport Tourism Commission will receive for supporting your major event (detailed – attach additional sheet if required):

Recognition benefits as outlined in this application, are based on the funding amount as requested. There may be a variation in relation to the approved funding amount. In this case, the organizer agrees to submit a revised explanation of benefits. If no revision is provided, Greater Victoria Sport Tourism Commission will consider the original explanation of sponsorship benefits will apply.

### OTHER REQUIRED INFORMATION

- A copy of your event budget. Click this link for a [budget template](#), or submit your own.

Please feel free to provide relevant additional information as a separate attachment to this form.

By submitting this form, I understand that upon approval of requested funds I will be required to sign a formal agreement. The Termination Agreement states in part: "Should the organizer alter, change or not deliver on these criteria, or should the event not take place in part or in whole as outlined on the application form and supporting documentation, the organizer is bound to refund all monies received from the Greater Victoria Sport Tourism Commission plus applicable taxes directly to the Greater Victoria Sport Tourism Commission within 30 days of written demand being given by Greater Victoria Sport Tourism Commission."

Date of submission:
---------------------

Contact Name (Printed):
-------------------------

\_\_\_\_\_  
Signature