



Sports Backers Sports Tourism Grant Program

Request for Proposal

Sports tourism grants for \$500 up to \$5,000 are awarded to help promote events to potential visitors from outside of Richmond, whether they are in the form of teams, participants, spectators or accompanying family members. Examples of how the grants should be spent include, but are not limited to: direct mail costs, purchasing mailing lists, designing brochures, printing brochures, advertising online through sport specific websites or advertising in national or regional trade publications.

Each approved event will be listed on the calendar of events section of the Sports Backers website (www.sportsbackers.org).

The Application Process

1. Organizations wishing to apply for a Sports Tourism grant are asked to follow the format provided in this RFP.
2. Completed RFP's are due **Tuesday, November 1, 2011** for events occurring in 2012. If you miss the deadline, don't fret. We always keep some extra cash in our back pockets for unique opportunities that arise.

Attn: Townley Goldsmith-Ray
Sports Backers
100 Avenue of Champions, Suite 300
Richmond, VA 23230
townley@sportsbackers.org
Phone: (804) 285-9495



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The Review Process/Awarding of the Grants

1. All proposals will be reviewed by a Sports Backers committee.

Here is a sample evaluation criteria on which each proposal will be graded:

<u>Factors</u>	<u>Maximum Score</u>
Number of visitors attracted from outside the Richmond area and for how many days (Past success)	55 points
Future plans to increase the number of visitors, attract more teams, add additional events, etc.	35 points
Media publicity generated outside Richmond by the event	10 points

2. Each organization must submit a completed Post-Event Review Form (see Appendix A) and any required documentation within thirty (30) days after the completion of the event to receive payment.



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Application

Organization Information:

Organization name: _____

Amount requested: _____

Event(s): _____

Contact Information:

Submitted by: _____

Address: _____

Phone: _____

E-mail: _____

II. Statement/Acknowledgment of Grant Policy

In submitting this bid, the organization applying for the grant agrees to the following:

- ___ A. Your organization is not-for-profit.
- ___ B. If awarded, the cash grant will be applied to helping increase the number of participants, spectators and/or visitors to the Richmond area.
- ___ C. If awarded a cash grant, the organization agrees to recognize the Sports Backers at the event as you have offered in your grant application.
- ___ D. If awarded a cash grant, the organization agrees to provide the Sports Backers the follow-up report (See Appendix A) after the event.

III. Event Information

A. Describe the event.

B. On what date(s) will your event be held? _____

C. What localities do you host your event in?

D. Please list the number of teams and participants you had in 2011 (Note: 'Out of town' means from more than 50 miles outside Richmond).

# of teams		# of participants		# of spectators	
Richmond area	Out of town	Richmond area	Out of town	Richmond area	Out of town

E. How many teams and participants do you expect in your event this year?

# of teams		# of participants		# of spectators	
Richmond area	Out of town	Richmond area	Out of town	Richmond area	Out of town

F. Please describe below how you will be using this grant to promote your event to potential visitors from outside of Richmond.

Concept/Target number of people	Brief Explanation	Estimated Cost
<u>EXAMPLE</u> Direct Mail Campaign To 1,500 people	<u>EXAMPLE</u> Develop and distribute general awareness and promotional flyer to club members as well as local public/private schools.	<u>EXAMPLE</u> \$1,500
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

G. If this will be the first year this event is held, why do you think there is a market for your event?

IV. Sports Backers Recognition

In what ways are you willing to recognize our grant? Please check appropriately.

- Logo or name recognition in print advertising and sponsor listings
- Complimentary advertisement in event programs – based on program availability
- Logo and hyperlink on event website
- Logo placed on event t-shirts, as available
- Other: _____

