

# Sport Tourism Express Program

July, 2023

## Summary

Sport event organizers are passionate people who dedicate their time to helping others keep active, social, and healthy through competition. As past event organizers ourselves, our team at the Greater Victoria Sport Tourism Commission (GVSTC) understands the hard work that goes into making each event a success.

When organizing events in Victoria that bring in athletes and attendees from out of town, finding the appropriate venues, banquet sites, event suppliers, and hotel accommodations can be time-consuming and challenging. For other events, organizers may require additional funding, promotion, or marketing assistance.

To address these challenges, we created the Sport Tourism Express Program to make it easier to host sporting events of all sizes in Greater Victoria by offering complimentary services aimed at supporting the bidding, planning, and promotion of your sports event.

Our team recognizes that sport events which attract out-of-town attendees increase the economic impact, community development, and overnight visitation to Greater Victoria and further the quality and quantity of sport tourism events hosted in the area.

## Program Guidelines

All services are provided without charge unless specifically indicated. In order to be eligible for support services or sponsorship, all events must:

- Attract out-of-town attendees and generate measurable overnight stays in paid accommodations
- Agree to track room nights and other statistics for a post-event report

Applications are always accepted and are reviewed in the order they are submitted. The determination of successful applicants will be based on the evaluation of the value of the event, the economic, social, environmental, and health benefits to the community, and its ability to attract visitors to the area. Please note that you must sign a formal agreement before GVSTC delivers on any services or sponsorship.

## How to Apply

To apply, please review the following services and sponsorship opportunities on the next page and then complete this quick, [2-minute form](#) telling us a little about your event. If you wish to chat, there is an option to book a meeting at the end of the form. Please choose your preferred meeting style and a member of our team will connect with you to determine how we can best support your event.



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# Service & Sponsorship Opportunities

Before the Event is Secured	
Bid Book Support	Our team can help with the reviewal, editing, and screening of your current bid draft or the creation of one from the ground up. Support is provided case by case.
Stakeholder and Member Engagement	We help to identify and connect your team with local stakeholders and secure letters of endorsement ahead of your bid deadline.
Liaison with Province of BC	For major events that are needing significant provincial funding (\$50,000+), our team will liaison with the province on your behalf to ensure the best support is available for your event. Ample notice is required.
Venue Site Tours	Our team organizes venue tours so you can explore the space and its suitability for your event. Available in person and virtual.
Grant Writing Advice	As past viaSport grant panelists, we have experience reviewing sport-specific grant applications and understanding the nuances of the current review system. We can provide expert advice to help you improve your applications, better understand the process, and increase your chance of getting the funding your event needs!
Event Planning	
Securing Hotel Accommodations	Our team sends Request for Proposals (RFPs) to our accommodation partners and works with you to secure the best options and prices for your event.
Major Sport Investment Partnership	A sponsorship opportunity for events that generate significant measurable overnight stays in paid accommodations <u>and</u> agree to use our process to track room nights. Preference is given to events that run January-April and October-December. <a href="#">Click here for more information.</a>
Event Space, Service and Supplier Referrals	Does your event need banquet space? How about catering for a VIP dinner? Transportation for athletes and officials? Let our team know your needs and we will refer you to a curated selection of businesses that will fit your needs.
Sport Event Toolkit	A comprehensive toolkit with sport facility, venue, event supplier, and accommodation information for Greater Victoria.
Around the Event	
Event Marketing and Promotion	By way of our social media, <a href="#">sports calendar</a> , newsletter, and local media connections, we will work with your team to determine how GVSTC can best provide marketing and promotion support, based on our available resources.
<a href="#">Sport VIP Program</a>	City-wide discounts on attractions, activities, retail, and restaurants; available exclusively for your athletes and officials.
Post-Event	
Economic Impact Calculation	Our team will provide a report of your event's economic impact by way of our Destinations International economic impact calculator. Please note this option is only available to members of GVSTC. To become a member, <a href="#">click here</a> .