

The purpose of the Major Sport Investment Program is to provide funding to organizations hosting sporting events, recognizing that these events increase economic impact and overnight visitation to Greater Victoria. This program is designed to inspire organizations and event holders to relocate their event to Greater Victoria and target events that take place peak-season. The Major Sport Investment Program is administered through the Greater Victoria Sport Tourism Commission. Partnership investment will only be considered for major sport events that:

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

#### **APPLICATION PROCESS**

The administration of Major Sport Investment Partnership Program is managed as per the defined policy through the Greater Victoria Sport Tourism Commission.

The official application form must be used. Forms can be obtained from the Greater Victoria Sport Tourism Commission's website: <https://www.tourismvictoria.com/sports>

Incomplete applications will result in reduction in sponsorship value and/or refusal of event application. Prior to completing this form, please review the information as outlined on the Program Guidelines document. Please note that late applications may be considered and will be evaluated on an individual basis.

#### **ORGANIZATIONS CAN SUBMIT THEIR APPLICATION IN ONE OF TWO WAYS:**

By email to: [eventapplications@tourismvictoria.com](mailto:eventapplications@tourismvictoria.com)

Or

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

#### **ANNUAL TIMELINE**

October 31 - Application Deadline

December to January – Approval Process

**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

- Copy of current Business Plan (include with Application Form)
- Copy of Financial Statements (include with Application Form)

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