



## SPORTS EVENT MARKETING GRANT Criteria and Process for Awarding Event Funds

### 1) FUNDING CRITERIA:

In awarding Rapid City Sports Council event funds, greatest consideration will be given based on two primary criteria:

- Ability of event to make a significant economic impact on Rapid City through occupied hotel room nights
- It must be a sporting event

*Additional preference will be given to:*

- Dates of the event
- Ability of event to draw a majority of participants from out-of-town
- Multiple day events
- First time events
- Events with sponsorship from other sources in the form of financial, in-kind, or human resources
- Applicant's experience and ability in hosting similar events.

*Please see attached score sheet to understand how grants will be evaluated.*

### 2) ELIGIBILITY:

Individual persons are ineligible. Ineligible events are those that give political gain to any organization, or personal or political gain to an individual, or those that have already been completed.

### 3) APPLICANT REQUIREMENTS:

The applicant organization must complete and submit a Rapid City Sports Council Funding Application, an event budget, a schedule, and an event action plan, including a marketing plan. Applications must be submitted via email only to [sports@rapidcitysports.com](mailto:sports@rapidcitysports.com). Only completed applications will be considered for funding.

**Applications submitted August 1<sup>st</sup> through January 31<sup>st</sup> will be considered for evaluation in February. Applications submitted February 1<sup>st</sup> through July 31<sup>st</sup> will be considered for evaluation in August. Grant awards will be announced within one week of evaluation unless otherwise notified. Applications must be for events taking place within 12 months of the award.**

### 4) AWARD PROCESS:

- Funding decisions will be made by the Rapid City Sports Council Board of Directors, which will meet in February and in August to review awards. A representative of the applicant organization may be required to meet with the Committee.
- 75% of the award will be used for marketing outside a 100-mile radius of Rapid City. The remaining 25% can be used for various expenses that will ensure the event's success.
- To receive payment: Email pdf files of itemized invoices from the business whose services were rendered along with a cover letter requesting the funds to: "Sports and Events Manager" at the CVB office. **Invoices must be received within 45 days of conclusion of the event or they will not be paid.** Payment of invoices will usually take two weeks to process.
- The applicant must notify the Rapid City Sports Council if significant changes are expected that would impact the event as proposed, at which time the application may be reviewed.

### 5) REQUIREMENTS FOR FUNDED EVENTS:

- The Rapid City Sports Council must be reasonably recognized as a sponsor, commensurate with the level of the award, in the event's advertising or promotional materials.
- The event evaluation report must be completed and returned no later than 45 days after the event, unless prior arrangements are made.
- Sports Council Board members will be given free access to the event for the purpose of surveying economic impact.