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### **Sports Marketing Grant Deadline Approaching**

RAPID CITY, S.D. – The deadline for the Sports Event Marketing Grant from the Rapid City Convention & Visitors Bureau and Rapid City Sports Council is quickly approaching. Applications for the grant, which assists organizations in marketing their sporting event, will be accepted until an extended deadline of July 31, 2010. The grant will be awarded in August.

Interested organizers should contact Domico Rodriguez of the Rapid City Convention & Visitors Bureau at 605-718-8491 to learn more about the grant application process. Information can also be found at [www.rapidcitysports.com](http://www.rapidcitysports.com). Proposed events must be held in Rapid City. A budget, schedule, management plan and sponsor recognition plan are also required.

“We partner with the Sports Council to offer the Sports Event Marketing Grant to help promote athletics and economic growth in the Rapid City area,” says Rodriguez, Sports and Events Sales Director at the Rapid City Convention & Visitors Bureau.

The Sports Event Marketing Grant has awarded up to \$5,000 to multiple recipients each year since 2007. Past recipients include the Black Hills Fat Tire Festival, the Black Hills Common Cents Open Tennis Tournament, King of the Hills Softball Tournament, the Cougar Classic Basketball Tournament and the Scheels Cup Soccer Tournament.

The Sports Council is made up of event planners, coaches and players to help fellow organizers arrange venues, promote events, boost attendance and secure special grant funds. The Rapid City Convention & Visitors Bureau is a division of the Rapid City Area Chamber of Commerce. The CVB's mission is to market the Rapid City area as a convention and leisure destination and to promote economic growth that will enhance the area for visitors and residents.

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