



Sports Marketing Grant

Criteria and Processes for Awarding Event Funds

1) Funding Criteria

When awarding Savannah Sports Council event funds, the greatest consideration will be given based on the following criteria:

- It must be a sporting event
- Ability of event to generate occupied room nights at area hotels
- Ability of event to draw the majority of participants from out-of-town
- Ability of event to generate significant media exposure for Savannah in other markets
- Applicants experience and ability in hosting similar events
- Multiple day events
- First time events

2) Eligibility

Individual persons are ineligible. Ineligible events are those who have already been completed or those who take place outside the Savannah area and do not utilize area businesses

3) Applicant Requirements

The applicant organization must complete and submit a Savannah Sports Council, Sports Marketing Grant Application, also submitting an event budget, event schedule, and event marketing plan. Applications must be submitted to the Director of the Savannah Sports Council. Application must be for events taking place within 12 months of the award.

Rob Wells, Director
Savannah Sports Council
101 East Bay Street, Savannah, GA 31401
Email: rwells@visitsavannah.com

4) Awards Process

- a. Funding decisions will be made by the Savannah Sports Council Advisory Board, which will meet every other month to review awards. A representative of the applicant organization may be required to meet with the Advisory Board.
- b. To receive payment: Send an itemized invoice to Savannah Sports Council. Payment will usually take two weeks to process.
- c. The applicant must notify the Savannah Sports Council if significant changes are expected that would impact the event as proposed, at which time the application may be reviewed.

Sports Marketing Grant Application



General Applicant Information:

Organization Name			
Nature or Purpose of Organization	Non-Profit?	State Tax ID / Tax Exempt #	
Address	City	State	ZIP Code
Contact Person & Title	Email Address	Phone Number	

General Event Information:

Description of event for which you propose to use the Sports Marketing Grant (attach another page if needed):	
Event Date(s):	Site/Location and City/State of previous year's event:
At date of application, is Savannah the confirmed location for this event:	If not a first time event, how many years has it been held:
Total revenue budgeted for this event:	Total expenses budgeted for this event:
Number of out-of-town participants expected:	Amount (\$) requested from Sports Council:
Description of how you plan to use the Sports Marketing Grant (attach another page if needed):	

Additional Information:

The following attachments must be sent with the application:	
<ol style="list-style-type: none"> 1. Event Budget. Overview of revenue and expenses 2. Event Schedule. Outline the major activities, participants, and venues 3. Event Marketing. Outline how you plan to spend the money recruiting participants 4. Sponsor Recognition. Outline how the Savannah Sports Council will be recognized for the sponsorship 	
<u>Only completed applications will be considered for funding</u>	
I understand and agree to the terms and requirements listed herein. I also understand that falsifying any information regarding the awarding of or evaluation of the grant entitles the Savannah Sports Council to revoke the awarded and any or all monies paid in good faith of the grantee's assumed honesty.	
Signature:	Date:
Date request approved:	Amount:
Date request denied:	Reason:
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