

**To:** Chair of the Senate Committee on Finance and Appropriations  
Chair of the House Committee on Appropriations

**From:** Virginia Tourism Authority dba Virginia Tourism Corporation

**Date:** October 31, 2025

**RE:** Virginia Sports Tourism Grant Program

The Virginia Tourism Authority (VTA) is pleased to submit the following report pertaining to the development of the recommended guidelines for the Virginia Sports Tourism Grant Program established under § 2.2-2320.3 of the Code of Virginia. The Program is intended to provide grants to develop and attract sports tourism activities to the Commonwealth. Over the past few months, VTA, in collaboration with an advisory work group comprised of representatives from major sporting venues, local sports authorities or departments, and the hospitality industry, has developed comprehensive program guidelines, an application with terms and conditions, a scoring sheet, and a post-event report document.

The work group consisted of the following individuals,

| Name             | Organization                         | Region                               |
|------------------|--------------------------------------|--------------------------------------|
| Matt Bolas       | Explore Bristol                      | Blue Ridge (SWVA)                    |
| Jim Rafferty     | Glory Days Grill                     | NOVA, Shenandoah, Central            |
| Samantha Snead   | Hampton Roads Convention Center      | Coastal                              |
| Dennis Bickmeier | Henrico Sports & Entertainment Auth  | Central                              |
| Torye Hurst      | Visit Loudoun                        | NOVA                                 |
| Andrew Marks     | Lynchburg Econ Dev & Tourism         | Central                              |
| Tim Miller       | Pulaski Co. Sports Tourism Authority | Blue Ridge (SWVA)                    |
| Danny Bonifas    | Richmond Region Tourism              | Central                              |
| John Shaner      | Salem Parks & Recreation             | Mountain Region                      |
| Nicole Cox       | Shamin Hotels                        | Central, Coastal, Southern, Mountain |
| Nancy Helman     | VA Beach Convention & Visitor Bureau | Coastal                              |

VTA and the work group met four times between August and October. The group developed program guidelines, criteria, and the application (see attached) for the sports tourism grant program. The Virginia Sports Tourism Grant Program (VSTGP) Guidelines Document (Exhibit A) outlines the program, eligible applicants, the criteria for qualifying and guidelines. The VSTGP Application and Terms & Conditions Document (Exhibit B) includes the questions that will be required in the online application portal, the terms and conditions required to receive award funds and a requirement to sign the agreement. The VSTGP Score Sheet Document (Exhibit C) is an internal document that VTC staff will use to score each application based on the criteria outlined. And the VSTGP Post Event Report Document (Exhibit D) is the document for each applicant to use to show the results after hosting the event.

These documents are subject to change based on specific Appropriation Act language should funding be approved in the future for this grant program.

# **DRAFT – Exhibit A**

## **Virginia Sports Tourism Grant Program**

### **Application Guidelines**

#### **PURPOSE:**

The Virginia Sports Tourism Grant Program is administered by the Virginia Tourism Corporation. The purpose of the program is to provide grants to bring high quality youth, amateur, collegiate and select other sporting events which will bring a positive economic impact to the Commonwealth.

The Virginia Sports Tourism Grant Program is established in the [Code of Virginia § 2.2-2320.3](#).

#### **ELIGIBLE APPLICANTS: (Must be based in Virginia)**

- Destination Marketing Organizations (DMOs/CVBs or Chamber of Commerce)
- Nonprofit sports support organization – 501 (c)
- Sports Venues – i.e. convention center, event venue, sports venue, hotel with sports venue.
- City, Town or County local government agency or department – i.e. parks & recreation department
- Sports Commissions and Sports Authorities

#### **QUALIFYING CRITERIA FOR FUNDING:**

- Event must be held in Virginia.
- Youth, amateur, collegiate and select other competitive sporting events or tournaments only.
- Must be a competitively bid sports tournament or event.
- Must bring a majority (51% or more) of athletes/participants from outside the state.
- Minimum size of the event must be 100+ athletes/participants.
- Event must be multi-day. Single day events will be considered if they bring at least 75% of athletes/spectators from outside of the state.
- Event must take place within 3 years of the date of application.
- Application must be submitted 120 days or more before the first day of the event.
- There is a 1:1 cash match requirement.

- For multi-year contracted events, applicants must apply for funding each year.
- Event organizer must have at least a 2-year established event management history
- Applicants must enter into a performance agreement with VTC which will include provisions for disbursement, use of funds and reporting responsibilities. Awards may be reduced based on performance.

## **GENERAL AWARD GUIDELINES:**

### **Submitted applications will be evaluated on the following factors:**

- Event must show a positive return to the Commonwealth as measured by Direct State Revenues for the amount sought in grant funding.
- Events will be scored based on the projected return to the Commonwealth as measured by Direct State Revenues, for the amount sought in grant funding.

### **Suggested Event Size Guidelines for Sample Grant Amounts**

| Recommended Grant Size | Recommended Total Attendance | Recommended Overnight Attendance | Recommended Hotel Room nights |
|------------------------|------------------------------|----------------------------------|-------------------------------|
| \$10,000               | 1,500                        | 800                              | 600                           |
| \$25,000               | 3,800                        | 1,900                            | 1,400                         |
| \$50,000               | 7,700                        | 3,800                            | 2,800                         |
| \$75,000               | 11,500                       | 5,800                            | 4,200                         |
| \$100,000              | 15,300                       | 7,700                            | 5,600                         |

**NOTE:** Lesser or larger amounts may be awarded.

- The above guidelines are suggested amounts to help right-size the amount requested relative to size of your event.
- Amounts ultimately awarded through the Grant Program will differ and will depend on the eligibility of reimbursable items, as well as the financial return to the Commonwealth through projected state revenues.
- Your event is not required to exceed all the above three guidelines. As these are only guidelines, your event should fall within the vicinity of one or more of the guidelines; either (1) total attendance, (2) overnight attendance, or (3) hotel room nights.
- Different events might qualify in different ways across the three metrics depending on the length or type of the event. All the below examples would be sufficient, provided the application is complete, the items to be reimbursed are eligible, and there is a financial return to the Commonwealth for the amount applied for:
  - A shorter event of only one overnight might meet the overnight attendance threshold but not the room nights threshold.

- An event with many spectators compared to participants might qualify on total attendance but not hotel room nights.
- A longer event might not meet the total attendance threshold but might exceed the room nights threshold for a given amount.

### **ELIGIBLE EXPENSES: (FOR REIMBURSEMENT & MATCHING FUNDS)**

**Below are the only eligible expenses, anything not listed will be considered ineligible and will not be funded.**

- Site/venue rental usage fees (venues are ineligible for reimbursement for this expense)
- Rights / Sanction / Bid Fees (only for successful bids awarded to the destination)
- Rental of equipment - furniture, fixtures and AV (i.e. portable toilets, fencing, sport court flooring, stage, chairs, tables, speakers, tv's, golf carts, scoreboards etc.)
- Shuttling cost for event (athletes, staff and spectators)
- Contracted and Invoiced Event Services Staff Wages – (i.e. officials, referee, timing, scoring, third party staffing and athletic trainers)
- Event-specific signage & printed marketing materials
- Event production and technical rental expenses (i.e. sound and light techs)
- Equipment rental and production cost of live streaming
- Wifi/internet service cost for sports facility or wherever the event is taking place
- Catered meals for athletes/event staff provided by the event organizer or host (no individual meals or alcohol)

### **FUNDING AWARD & REPORTING GUIDELINES:**

- Funding will be reimbursed to applicant after the event has taken place and a post event report is submitted to VTC.
- A post event report and receipts must be submitted together within 90 days following the conclusion of the event. Failure to do so will result in funding award being null and void.

### **Post event reporting requirements:**

- Proof of the event taking place i.e. website with competition results, photos of the event etc.
- Actual event data with number of participants, spectators and updated economic impact.
- Receipts for eligible expenses

- Your reimbursement may be reduced and is contingent based on meeting performance metrics.
- All receipts, proof of the event taking place, event data and post event report must be submitted at the same time.

### **IMPORTANT DEADLINE INFORMATION:**

**NOTE: Specific dates and application window will be included once funding is secured and we know the timeline better.**

- A copy of the signed contract (Venue, host organization or hotel) must be sent to VTC within 180 days of application submission and at least 30 days prior to event start date.
- Reimbursement request must be made no later than 90 days after the last day of the event.

**Applications will be accepted twice a year, TBD based on funding timeline, approximately November 1 - December 15 and May 1 - June 15. Awards will be announced within 30-45 days after the application deadline.**

### **ADDITIONAL INFORMATION TO NOTE BEFORE APPLYING:**

- State/Federal agencies are not eligible to apply for this funding.
- Applicants must be Virginia based. Out-of-state entities will not receive funds.
- Only one application will be approved for an event. DMO and venue can't apply for the same event.
- Applicants cannot apply for another VTC Grant to cover the same event, except for the Marketing Leverage Program (MLP),
- Applicants who are not DMO's/CVB's need to provide a letter of support from their local DMO/CVB.
- Only online submissions will be accepted.
- Applicants can submit documentation for application approval prior to contracting; however, applicants will not receive funds until after the event and a copy of the contract and proof of payment (s) are submitted.
- Please do **NOT** send – via regular mail – any attachments or supplemental materials must be submitted through the proper VTC directed channels.
- A copy of the RFP/Bid must be included in the application.
- VTC reserves the right to request permission to take photo/video content at the event for marketing purposes.
- If signage is reimbursed by the grant, then you are required to include Virginia is for Sports Lovers logo on signage during event.

- Applicants MUST notify VTC immediately if the event is not going to be confirmed and contracted in Virginia.
- Applicants MUST notify VTC immediately if the contracted event is canceled, rescheduled or downsized.
- Events canceled due to weather or public safety issues will be considered on a case-by-case basis for reimbursement.
- No more than 50% will be awarded to one GO VIRGINIA region per application round.
- Up to 10% of the funds may be reserved for the bottom 20% of localities measured by visitor spending.

## DRAFT – Exhibit B

### Virginia Sports Tourism Grant Program Application

– FOR REFERENCE ONLY – YOU MUST APPLY ONLINE VIA THE PORTAL (Provide all the attachments at the end of the application)

\*Indicates required field

#### Applicant Information:

Entity Name\*

Doing Business As (if different)

Tax ID\*

Other W-9 Info\*

Entity Type (city, county, authority, venue, DMO etc.)\*

County\*

Region\*

Street Address\*

City\*

Zip Code\*

Primary Contact's First Name\*

Primary Contact's Last Name\*

Work Phone\*

Mobile Phone

Email Address\*

Secondary Contact's First Name

Secondary Contact's Last Name

Secondary Contact Phone Number

Secondary Email Address

Attach PDF of current W-9 form\* (attach at the end of application)

Total Application Funding Requested\*: \$[      ]

Total Local Host Event Funding Investment Amount (must be same or greater than funding requested\*): \$[      ]

**NOTE:** Applicants can apply before contracting for the event. Applicants MUST submit a copy of the RFP with the application. See guidelines for more information and deadlines.

Is the tournament or event contracted\*? (yes or no) (If yes, applicants MUST attached the contract)

Attach a copy of the RFP/Bid document and event contract, if contracted.

Attach a Letter of Support from your DMO (not needed for DMO applications): (attach at the end of application)

Is there another co-host providing a financial commitment for this event? YES or NO

If so, attach a letter outlining their financial commitment to the event. Co-host must be an eligible applicant type as outlined in the program guidelines. (attach at the end of application)

Sporting Event/Tournament Name\*:

Organization/Rights Holder Name\*:

Type of Event (Youth Amateur, Adult Amateur, Collegiate, Professional, Championships)\*:

Is this an elimination event\*:

Type of Sport()\*:

Event Dates\*:

Event Description/Overview\*:

Location/Venue Name\*:

Sports Visitor Calculation Method – **Pick one** – Participant Based, Direct Entry or Admission Based. All methods are equal, please provide the total number of visitors during the event (3 day event with 8,000 visitors = 8,000 visitors not 24,000 visitors), longer events can be reflected in room nights and length of stay.

#### **(METHOD 1) Participant Based:**

Number of participants:



Spectators per Participant:

Spectators:

Overnight share (all visitors):

Visitors (overnight / day): \_\_\_\_/\_\_\_\_

Local share of day visitors:

**(METHOD 2) Direct Entry:**

Overnight Visitors:

Day Visitors:

Local share of day visitors:

**(METHOD 3) Admission Based:**

Admission per event:

Number of events:

Events per visitor:

Unique Spectators:

Number of participants:

Overnight share (all visitors):

Visitors (overnight / day): \_\_\_\_/\_\_\_\_

Local share of day visitors:

**HOTEL INFORMATION:**

Estimated Total Number of Room Nights\*:

How did you estimate and/or what calculator tool did you use to estimate room nights\*?

Average length of stay per visitor:

Hotels being utilized or under consideration (name all):

Do you have rooms blocked at these hotels? YES or No:

Average Room Rate (if known):

Please list attractions, restaurants and retail that are partnering with you and/or will be significantly impacted by this event.

1. Restaurant \_\_\_\_\_
2. Restaurant \_\_\_\_\_
3. Attraction \_\_\_\_\_
4. Attraction \_\_\_\_\_
5. Retail \_\_\_\_\_

The number of Athletes\*:

Estimated Percentage of athletes from outside VA (MUST be 51% or more)\*:

Estimated percentage of athletes arriving by air (if known):

List the states and/or countries participants are traveling from:

The number of Coaches/Staff\*:

Estimated Number of Spectators\*:

Earned Media Plan (describe in detail, if applicable):

Please provide a list of all eligible expenses that the Grant Funds will be utilized for and your matching Funds (list of all eligible expenses and amounts. Describe how you will use the funds \*:

Use the provided template below:

**Reimbursable Expenses** (example below)

| <b>Eligible Expense</b> | <b>Description</b>                             | <b>Vendor Name</b> | <b>Projected Procurement Date</b> | <b>Amount</b> |
|-------------------------|------------------------------------------------|--------------------|-----------------------------------|---------------|
| Equipment Rental        | Portable toilets for fan zone and along course | Porto-John         | 1/10/26                           | \$958         |
|                         |                                                |                    |                                   |               |
|                         |                                                |                    |                                   |               |

**Total Reimbursable Expenses: \$ \_\_\_\_\_**

**Cash Match Expenses** (example below)

| <b>Eligible Expense</b> | <b>Description</b>               | <b>Vendor Name</b> | <b>Projected Procurement Date</b> | <b>Amount</b> |
|-------------------------|----------------------------------|--------------------|-----------------------------------|---------------|
| Transportation          | Shuttling for athletes to fields | Academy Coach      | 7/14/26                           | \$5,452       |
|                         |                                  |                    |                                   |               |
|                         |                                  |                    |                                   |               |

**Total Cash Match Expenses by Applicant: \$ \_\_\_\_\_**

Note: cash match amount must equal or be greater than reimbursable expenses.

## **Agreement and Terms & Conditions**

*Applicants must attest to these terms and conditions at the time of application. For information on how to apply for this program, please refer to the Virginia Sports Tourism Grant Program Instructions, Sample Application, and Webinar recording.*

### **Program Overview & Eligibility**

Application Window: **TBD, 5PM (No Extensions)**

**\*This round of the VTC VSTGP is only for events that occur between TBD.**

Funding Available: **\$TBD**

### **1:1 Cash Matching Grant Program**

To receive the award amount you request, you must list cash matching expenses that are at least 100% of the amount you request in the application.

Only items listed in the Eligible Expenses section of this document can be used as  
VTC Virginia Sports Tourism Grant Program Application, Agreement and Terms & Conditions

cash match.

### **Reimbursement-Based Grant**

Funds are not awarded up-front. Your award is held in a grant account with VTC, and you may request reimbursement funds by submitting your invoices, and proofs of payment for review after the event date. Once reimbursement is approved, your funds will be paid to you. Reimbursement forms can be found at <https://www.vatc.org/grants/grant-reimbursements/>

### **Only Established Businesses/Organizations are eligible to apply.**

Your business/organization must be open to the public and operational at the time of application and have an officially registered Federal Employer Identification Number (FEIN).

If you are a sole proprietor, you may use the sole proprietor's Social Security Number (SSN)

***\*Only online applications entered through our website will be accepted. The application for this program can be found at this link ONLY when the grant officially opens: TBD but probably <https://vatc.org/grants/>. \****

### **Destination Marketing Organization (DMO) Letter of Support**

To apply for this program, if you are not a DMO, you must have a letter of support from your local or regional DMO that clearly states their support for your program. You can find a list of DMOs on [www.vatc.org/dmolist](http://www.vatc.org/dmolist).

If you do not have a local or regional DMO serving your area, you must obtain a letter of support from your locality leader (such as your town manager, city manager, or county manager.)

***\*If you do not have a letter of support from your local or regional DMO, your program may not be awarded. \****

### **Program Guidelines:**

#### **Eligible Applicants**

- Applicants must be based in Virginia
- Applicants must be an operational business/organization listed in the eligible applicants section of VSTGP Guidelines and have a FEIN or SSN (if sole proprietor)
- Applicants Cannot be a federal or state agency.

#### **Applicants must be any of the following**

- Destination Marketing Organizations (DMOs/CVBs or Chamber of Commerce)

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- Nonprofit sports support organization – 501 (c)
- Sports Venues – i.e. convention center, event venue, sports venue, hotel with sports venue.
- City, Town or County local government agency or department – i.e. parks & recreation department
- Sports Commissions and Sports Authorities

#### Criteria

- *Event must be held in Virginia.*
- *Youth, amateur, collegiate and select other competitive sporting events or tournaments only.*
- *Must be a competitively bid sports tournament or event.*
- *Must bring a majority (51% or more) of athletes/participants from outside the state.*
- *Minimum size of the event must be 100+ athletes/participants.*
- *Event must be multi-day. Single day events will be considered if they bring at least 75% of athletes/spectators from outside of the state.*
- *Event must take place within 3 years of the date of application.*
- *Application must be submitted 120 days or more before the first day of the event.*
- *There is a 1:1 cash match requirement.*
- *For multi-year contracted events, applicants must apply for funding each year.*
- *Event organizer must have at least a 2-year established event management history.*

#### **General Award Guidelines:**

##### **Submitted applications will be evaluated on the following factors:**

- Event must show a positive return to the Commonwealth as measured by Direct State Revenues for the amount sought in grant funding.
- Events will be scored based on the projected return to the Commonwealth as measured by Direct State Revenues, for the amount sought in grant funding.

### Suggested Event Size Guidelines for Sample Grant Amounts

| Recommended Grant Size | Recommended Total Attendance | Recommended Overnight Attendance | Recommended Hotel Room nights |
|------------------------|------------------------------|----------------------------------|-------------------------------|
| \$10,000               | 1,500                        | 800                              | 600                           |
| \$25,000               | 3,800                        | 1,900                            | 1,400                         |
| \$50,000               | 7,700                        | 3,800                            | 2,800                         |
| \$75,000               | 11,500                       | 5,800                            | 4,200                         |
| \$100,000              | 15,300                       | 7,700                            | 5,600                         |

**NOTE:** Lesser or larger amounts may be awarded.

- The above guidelines are suggested amounts to help right-size the amount requested relative to size of your event.
- Amounts ultimately awarded through the Grant Program will differ and will depend on the eligibility of reimbursable items, as well as the financial return to the Commonwealth through projected state revenues.
- Your event is not required to exceed all the above three guidelines. As these are only guidelines, your event should fall within the vicinity of one or more of the guidelines; either (1) total attendance, (2) overnight attendance, or (3) hotel room nights.
- Different events might qualify in different ways across the three metrics depending on the length or type of the event. All the below examples would be sufficient, provided the application is complete, the items to be reimbursed are eligible, and that there is a financial return to the Commonwealth for the amount applied for:
  - A shorter event of only one overnight might meet the overnight attendance threshold but not the room nights threshold.
  - An event with many spectators compared to participants might qualify on total attendance but not hotel room nights.

A longer event might not meet the total attendance threshold, but might exceed the room nights threshold for a given amount.

### **Scoring & Award Notification Protocol**

This is a competitive grant program, with programs awarded by the strength and score of their applications. Proposals which do not perform as outlined in the application may be subject to a reduced grant award or denial of funding.

There are limited funds available for this program. Since awards are determined based on application scores, your application must be complete and thorough. **Final awards may or may not equal the amount you originally requested and are based on funds available at the time of the award.**

Do not assume that the review team is familiar with your area, destination, business or event. You should include all requested information and be as detailed as possible.

When determining the award total for an application, Virginia Tourism Corporation may consider a variety of factors. These include the number of applications received, the items listed below and most importantly the return on investment to the state.

Please see the score breakdown for each application section below:

- DOCUMENTATION/DESCRIPTION – 25 POINTS
- ROOM NIGHTS/ATTENDEES – 20 POINTS
- RETURN ON INVESTMENT – 30 POINTS
- FUND UTILIZATION PLANS – 25 POINTS
- BONUS SECTION – 13 POINTS

### **Award Notification**

If you receive an award in this program, you will receive an email from the VTC Sports Grant team to the email address listed on your application. This email will include your Grant ID Number, general information regarding your grant account, and supporting documents that will assist you in completing your grant proposal successfully.

If you are not awarded in this program, you will also receive an email from the VTC Sports Grant team to the email address listed on your application. You will be able to schedule a 1:1 meeting with a member of the VTC Sports Grant team to discuss your application and how it can be improved in future rounds.

Award Notifications for this program are anticipated to be sent in **TBD**.

### **Grant Reimbursement Process**

This is a reimbursement-based grant program. Awarded funds will not be paid up-front.

Once you receive an award notification email from the VTC Grants team, we will place your award in a grant account that you submit for reimbursement, with the post event report, up to **90 days after the completion of your event.**

**Failure to do so will result in funding award being null and void.**

## **How to Submit a VTC Grant Reimbursement Request**

You must submit a reimbursement request package to our main office, via postal service, addressed: **VTC Sports Grant Team; 901 East Cary Street, Suite 900, Richmond, Virginia, 23219**. Any reimbursement requests that are not submitted via postal service may not be reviewed if they do not reach the correct department. Reimbursement forms and instructions can be found at: **TBD** but probably <https://www.vatc.org/grants/grant-reimbursements/>

Within the reimbursement request package, you must include:

- The VTC Reimbursement Request Form
- Completed W-9 (business name and address must match your application's information)
- ACH Direct Deposit Form (optional)
- Invoices & Proofs of Payment for expenses listed on the Reimbursement Request Form and the included in the application.
- Proof of event taking place i.e. website with competition results, photos of the event etc.
- Actual event data with number of participants, spectators and updated economic impact.
- A completed Post Event Report Template for your program (Your final report must be completed
- using the correct VTC template)

After the VTC Grants Team receives your reimbursement request package, it will be reviewed. Afterwards, you will be notified, via email, regarding the status of your reimbursement request and whether we need additional information.

**Please Note** – Only the primary contact on your application/grant account can submit grant reimbursement requests to VTC. Reimbursement requests cannot be submitted by partners or any other parties; requests submitted by those parties will not be reviewed or processed.

VTC grant reimbursement payments will only be sent to the applicant business/organizations. No other party will receive payment from VTC.

## **Eligible Expenses**

The expenses in this section are eligible to be used as cash match or for which you may receive reimbursement.

**Eligible Expense Period: TBD – up to 90 Days After the End of Your Event**



Below are the only expenses that can be used as cash match for this grant award and that can be submitted to VTC for reimbursement.

#### **List of Eligible Event Expenses:**

- Site/venue rental usage fees (venues are ineligible for reimbursement for this expense)
- Rights / Sanction / Bid Fees (only for successful bids awarded to the destination)
- Rental of equipment - furniture, fixtures and AV (i.e. portable toilets, fencing, sport court flooring, stage, chairs, tables, speakers, tv's, golf carts, scoreboards etc.)
- Shuttling cost for event (athletes, staff and spectators)
- Contracted and Invoiced Event Services Staff Wages – (i.e. officials, referee, timing, scoring, third party staffing) and athletic trainers
- Event-specific signage & printed marketing materials
- Event production and technical rental expenses (i.e. sound and light techs)
- Equipment rental and production cost of live streaming
- Wifi/internet service cost for sports facility or wherever the event is taking place
- Catered meals for athletes/event staff provided by the event organizer or host (no individual meals or alcohol)

***\*Any other expenses are ineligible.***

#### **Open Records Policy**

*As a political subdivision of the Commonwealth of Virginia, Virginia Tourism Authority (DBA Virginia Tourism Corporation) must comply with open records policies per Virginia Code §2.2-3700, and therefore must provide copies of awarded grant applications when requested. If your application is requested by an individual or organization, any personal and banking information will be redacted.*

The grant program terms may be modified at any time. Applicants will be notified of any changes.

The VTC Sports Grant Team disclaims liability for any costs or damages incurred in the execution of funded proposals. Applicants submitting their grant proposal and their participation in the grant program constitutes agreement to these terms.

#### **VTC Grants Team Contact Information**

For questions regarding any of the information in this document, please contact the VTC Sports Grant Team:

VTC VSTGP Email – **TBD** [but probably VSTGprogram@virginia.org](mailto:VSTGprogram@virginia.org)

Joni Johnson, Director of Domestic Sales & Marketing – [jjohnson@virginia.org](mailto:jjohnson@virginia.org)

Danish Saadat, National Sales & Marketing Manager – [dsaadat@virginia.org](mailto:dsaadat@virginia.org)

**TBD**, Sports Grant Coordinator -

### **Applicable Laws and Courts**

This agreement shall be governed in all respects by the laws of the Commonwealth of Virginia, without regard to its choice of law provisions, and any litigation with respect thereto shall be brought in the circuit courts of the Commonwealth.

### **Availability of Funds**

It is understood and agreed between the parties herein that the VTC shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of the Grant Program.

This agreement represents the entire understanding of the parties with respect to the subject matter hereof and may only be amended by the written agreement of an authorized representative of each of the parties.

By signature below, the representative of the Applicant certifies that they have the authority to act on behalf of the Applicant, and acting as the Applicant's authorized representative, the signatory below certifies that the applicant acknowledges and agrees to these guidelines and terms and conditions, in exchange for receipt and acceptance of the funds, in the event the Applicant is awarded funds under this program, and that failure to meet the requirements in the Terms and Conditions could result in a forfeiture of the award and denial of reimbursements.

### **AGREED & ACKNOWLEDGED:**

Company: \_\_\_\_\_

Print name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

# DRAFT – Exhibit C

## VIRGINIA SPORTS TOURISM GRANT PROGRAM SCORE SHEET – TBD 2026

|                         |    |  |                          |    |
|-------------------------|----|--|--------------------------|----|
| APPLICANT ORGANIZATION  |    |  | APPLICATION #            |    |
| SPORTING EVENT NAME     |    |  |                          |    |
| RIGHTS HOLDER NAME      |    |  |                          |    |
| APPLICANT CONTACT NAME  |    |  |                          |    |
| CONTACT EMAIL           |    |  |                          |    |
| TOTAL FUNDING REQUESTED | \$ |  | APPROVED AMOUNT          | \$ |
| REVIEWER NAME           |    |  |                          |    |
| TOTAL SCORE (113 MAX)   |    |  | RANK OF THIS APPLICATION |    |

### DOCUMENTATION: (10 POINTS)

Is a contract, RFP/Bid document or confirmation document attached? If yes, give half the points. Is it detailed and informative? If yes, give the full 10 points. Is the rights holder and tournament name spelled out? If only acronyms are provided, deduct points.

### EVENT DESCRIPTION: (10 POINTS)

Provide a score on how effectively the applicant provided an overview of the event. Do you feel like you know what the event includes and who attends?

### RIGHTS HOLDER: (5 POINTS)

Is the event produced by a national recognized organization, i.e. USA national governing body, collegiate or professional organization? If so, give 5 points. If you don't recognize the organization, do they have a website? Does it look professional? Do they have history of past events? If so, give 5 points or deduct as necessary.

### % OF ATHLETES FROM OUTSIDE OF VIRGINIA: (5 POINTS)

Award max points for above 51%, 50% or below = application is disqualified and stop scoring.

### ESTIMATED TOTAL NUMBER OF ROOM NIGHTS & ATTENDEES: (15 POINTS)

Does the event bring the recommended total attendance, overnight attendance, and hotel room nights based on recommended grant size? If so, give 5 points for each of the categories it meets.

### ESTIMATED RETURN ON INVESTMENT TO THE COMMONWEALTH: (30 POINTS + 5 BONUS)

What is the states estimated ROI? If the ROI is between 0.8-1.0 award 15 points, 1.0-1.2 award 20 points, if 1.2-1.4 award 25 points, if 1.4-1.6 award 30 points, 1.6 and above award bonus points. For ROI of less than 0.8 award 0 points.

### BREAKDOWN OF FUNDS UTILIZATION & MATCHING FUNDS: (25 POINTS)

Applicants must provide an itemized list of items the fund will be used for. If an ineligible item(s) is listed, deduct points. Line items should add up to the total funding request, if they don't, deduct points. Do the same thing with the matching funds list, there must be a minimum 1:1 ratio for the matching funds. Add or deduct points on how detailed the application is in identifying the line-item budget request for funds.

### EARNED MEDIA: (4 BONUS POINTS)

Did the applicant detail the additional benefits to the destination for hosting the event such as broadcast, streaming, organizer website or e-newsletter advertising, social media posts etc.? If none, give zero.

**INTERNATIONAL VISITORS: (4 BONUS POINTS)**

Give one bonus point per country represented up to a maximum of 4 points.

**GENERAL REVIEWER COMMENTS (explanation for points deductions and overall thoughts on application merits):**

## DRAFT – Exhibit D

### Virginia Sports Tourism Grant Program Post Event Report

– FOR REFERENCE ONLY – YOU MUST SUBMIT ONLINE VIA THE PORTAL (Provide all the attachments at the end of the report)

\*Indicates required field

#### Post Event Report Information:

Application #\*:

Entity Name\*

Primary Contact's First Name\*

Primary Contact's Last Name\*

Work Phone\*

Mobile Phone

Email Address\*

Total Application Funding Requested\*: \$[      ]

Sporting Event/Tournament Name\*:

Event Dates\*:

Organization/Rights Holder Name\*:

Type of Event (Youth Amateur, Adult Amateur, Collegiate, Professional, Championships)\*:

Is this an elimination event\*:

Type of Sport()\*:

Location/Venue Name\*:

**Sports Visitor Calculation Method – Use the same method used in application.**

**(METHOD 1) Participant Based:**

Number of participants:

Spectators per Participant:

Spectators:

Overnight share (all visitors):

Visitors (overnight / day): \_\_\_\_/\_\_\_\_

Local share of day visitors:

**(METHOD 2) Direct Entry:**

Overnight Visitors:

Day Visits (optional):

Local share of day visitors:

**(METHOD 3) Admission Based:**

Admission per event:

Number of events:

Events per visitor:

Unique Spectators:

Number of participants:

Overnight share (all visitors):

Visitors (overnight / day): \_\_\_\_/\_\_\_\_

Local share of day visitors:

How did you determine post event data?\*

Attach any supporting documentation ie. Hotel pick-up reports, ticket sales, team check-in forms etc.

**LODGING INFORMATION:**

Average length of stay per visitor:

Lodging utilized.\*

Total Number of rooms nights used at these properties:

Please provide background information on how you ended up on this number\*:

Average Room Rate (if known):

The number of Athletes\*:

Did 50% or more athletes come from outside VA (YES or NO)\*:

Estimated percentage of athletes arriving by air (if known):

List the states and/ or countries participants traveled from:

The number of Coaches/Staff\*:

Estimated Number of Spectators\*:

Attach proof that the event took place\* (i.e. photos of event, website with tournament event final stats, etc.)

Attach invoices, receipts from eligible expenses for reimbursement\*. Must show paid.

Please provide a list of all eligible expenses and the exact amounts from the invoices to be submitted for reimbursement. **(Use the provided template)\*.**

**Note:** Amount can't be higher than grant award.

Comments (optional):