

APPROPRIATE EXPENSES:

ALLOWABLE EXPENSE

(Note: The categories for reimbursement will be listed in your agreement. Once a category has been approved, it cannot be changed. **Only those categories will be reimbursed.**

- Promotion, Marketing, and Programming
- Paid advertising and media buys **outside of Hampton Roads**
- Production and technical expense
- Site fees/costs (labor, rentals, insurance, security, maintenance, etc.) as approved by the Sports Marketing Grant Review Committee.
- Rights fees, sanction fees and **non-monetary** awards
- Travel for special officials or performers on as approved by the Sports Marketing Unit Grant Review Committee.
- On-site hospitality (not including alcohol)

DISALLOWABLE EXPENSE:

- General operating or administrative expenses, including staff, officials, travel to solicit events
- Building, renovating, and/or remodeling a facility
- Purchase of permanent equipment
- Debts occurred prior to the grant
- Printed programs which solicit advertising
- Off-site hospitality or social functions which include alcohol
- Expenses of a City of Virginia Beach sports team or organization traveling outside of the area to compete.

GLOSSARY OF TERMS:

- **Marketing Plan** – Plan to advertise and promote your event to potential participants. Attention should be given to advertising to ‘Out-of-Area’ participants.
- **Out-Of-Area** – Any area 100 miles outside of Hampton Roads.
- **Mature Events** - Events that have taken place in the same location for more than three years.
Exception: events that have been secured through a bid process.
- **Multiplier** - The expected change in output, earnings, or employment for each one-dollar change (million dollar change for employment) in direct impact.
- **Output** - The value of sales goods and services by local businesses. The output impact is the increase in sales directly and indirectly attributed to the event.
- **Participants** - Athletes, coaches, officials, trainers, organizers (anyone who is part of the competition).
Out of Town Participant - Involves overnight stay in a Virginia Beach hotel
Local Participant - Day participant only...no overnight stay.
- **Room Nights** - Total number of rooms multiplied by the average length of stay.
- **Spectators** - Friends, family, fans
- **Youth** - 18 years and younger

OVERVIEW OF GRANT TERMS

- Include the Virginia Beach logo on all printed materials and in all paid press and electronic broadcasts as well as website link to City site pertaining to the event (a copy of the Virginia Beach Logo will be e-mailed to you if possible.)
- Permitting Sport Marketing to hang signage at the event and be given sponsorship benefits as per the value of the grant (or televised commercials/mentions where necessary.)
- Guarantee a complete and accurate accounting of the event's financial activity to Sports Marketing within 60 days of the event or by June 30, whichever comes first (including complete income and expense statement.)
- Provide documentation of the direct impact of the event upon Virginia Beach tourism. Included in this documentation will be completed registration cards (sample is enclosed) and a letter from the local hoteliers verifying the actual room nights generated by your event. (Post event from Housing Service will also suffice.) Attachment B
- Selected events receiving funds from the Sports Marketing Event Grant Program will participate in an economic impact study. If your event is selected, you will be notified prior to the event registration. By participating in this program, you agree to allow an economic impact study to be conducted at the event.
- A standard agreement will be executed upon the approval of this application.
- Agree to notify Sports Marketing immediately if the event is canceled, rescheduled or downsized.
- Hold harmless the City of Virginia Beach and Sports Marketing from all claims, liabilities, causes of action and judgments arising out of the event.
- The City reserves the right for additional sponsorship considerations as mutually agreed upon. For example: additional VIP passes for City Council, visiting City guests, etc.
- ONLY Virginia Beach hotel rooms will be considered in the "Room Night" counts for your application.

For additional information, please contact:

Convention and Visitors Bureau
Sports Marketing
2101 Parks Ave. #500
Virginia Beach, VA 23451

Nancy Helman, Sports Marketing Director
nhelman@vbgov.com
757-385-6649

Dani Timm, National Sales Manager
dtimm@vbgov.com
757-385-6648

Bill Kelly, Sales Manager
wjkelly@vbgov.com
757-385-6651

Kenneth Payne, Services Manager
kpayne@vbgov.com
757-385-6650