



## **Sports Industry Conference Assistance Grant**

The Florida Sports Foundation's (Foundation) Sports Industry Conference Assistance (SICA) Program is designed to assist communities in attracting legitimate event rights holders to market the state of Florida and generate viable event sales leads. The SICA goal is to host Event Business opportunities throughout the State. Conferences that will be considered for assistance include tradeshow, conferences or association meetings whose attendees include legitimate event rights holders willing to conduct business in Florida.

The Foundation's SICA Program operates through its Sports Industry Partnership program, which encompasses all regions of the state of Florida.

Events will not be considered, unless approval is granted before the application process, for any of the SICA Programs. All events considered for assistance are required to meet particular criteria as indicated within these Policies & Procedures.

### **Application for Funding:**

1. All awards begin with an application, which must be submitted by a Foundation Sports Industry Partner in good standing. Applications can be found and submitted on the Foundation's Grants section of the Foundation's website, [www.flasports.com](http://www.flasports.com).
2. Applications must be submitted using the Foundation's application form. Mailed or emailed applications and supporting documents will not be accepted.
3. Grant applications will be reviewed on a quarterly basis, and applications are due no later than the deadlines listed below. If the deadline falls on a weekend, then the applications are due the Friday before the deadline.
  - 1) July 10 –These events must be held after October 1<sup>st</sup> of the same year.
  - 2) October 10 –These events must be held after January 1<sup>st</sup> of the same year.
  - 3) January 10 –These events must be held after April 1<sup>st</sup> of the same year.
  - 4) April 10 –These events must be held after July 1<sup>st</sup> of the same year.

*\* Events with a short booking window that will be held prior to the dates listed above will be considered on a case-by-case basis.*
4. Completed Applications are automatically submitted via the website application form, to the Florida Sports Foundation for review.

### **Notification:**

Upon final approval by the Board of Directors, the Foundation will notify all applicants by mail, within one week following the FSF Board Meeting. Approved Grantees will receive two copies of the Foundation's Grant Agreement along with their notification, which need to be signed and returned to the Foundation.

## **SICA Program Requirements:**

1. The following requirements must be met **prior to the event:**
  - 1) The assistance recipient must return two copies of the executed Grant Agreement.
  - 2) Whenever possible, the assistance recipient must agree to include the Foundation logo on program advertisement in printed materials, or upon any other event related media, or upon appropriate event signage or displays during the event or website acknowledgment. The logo and/or program advertisement must be preapproved by the Foundation, and will be provided upon request.
  - 3) The assistance recipient shall negotiate two free conference registrations (if applicable) and two complimentary rooms at host hotel for Foundation staff.
  - 4) The assistance recipient must negotiate at least one (1) event function to market the state of Florida and for the Foundation's industry partners to attend.
  - 5) The grantee shall notify the Foundation immediately if the event is canceled, postponed or rescheduled.
  
2. The following requirements must be met **in order to disburse funds:**
  - 1) The Grantee will expend funds in accordance with allowable expense items as indicated below and within the Grant Agreement.

### Allowable Expenses:

1. Promotion, marketing & programming
2. Paid advertising & media buys
3. Production & technical expenses; officials
4. Site fees, venue rentals, costs (contract help)
5. Rentals, insurance, rights fees, bid fees, sanction fees, non-monetary awards
6. Required hospitality or social functions including meals or banquets

### Disallowable Expenses:

1. General and administrative expenses
2. Building, renovating and/or remodeling
3. Permanent equipment purchases
4. Debts incurred prior to the grant
5. Programs which solicit advertising
6. Travel expenses

- 2) The Grantee will be reimbursed for proven payment of invoices that meet the allowables. Proof of payment includes:
  - a) A copy of the invoice billed to the Grantee;
  - b) Canceled Grantee checks, (front & back), and dated within the grant period, except for pre-paid bid fees; or proof of electronic funds transfers.
  - c) Inter-governmental transfers, dated within the grant period, and which details the payment number, payee, the event date, and/or the invoice.
- 3) Whenever possible, Grantee will provide proof the Florida Sports Foundation logo and banner was displayed, inserted into program advertising, and included in any public service announcements and social media.
- 4) If the Grantee agreed to provide television spots for the event contingent per the grant award, then a schedule of the airtime should be included.

3. The following requirements must be met **after the event**:
- 1) The Grantee will complete an accounting of the event's financial activity within 90 days after the completion of the event and provide documentation evidencing the direct impact of the event by completing and submitting a Post Event Report form. Documentation must include tracking back up for attendees or teams and hotel room nights. The Foundation emphasizes the importance of tracking the number of overnight out-of-state visitors attending the event. Documentation must be provided and must include tracking backup for attendees or teams and hotel room nights. Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization. If your event uses an advanced registration procedure, utilize the attached Visitor Tracking Form to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room. If another method is used, please obtain Foundation approval.
  - 2) The Post Event Report form can be found and submitted on the Foundation's website at [www.flasports.com](http://www.flasports.com).

**Reimbursement:**

After review of the report, the funds will be forwarded to the assistance recipient.

Please contact staff, if you have any questions:

Charlotte Cowen, Director of Administrative Affairs at [ccowen@flsports.com](mailto:ccowen@flsports.com) or [grant@flsports.com](mailto:grant@flsports.com) or at 850-922-8805

Michelle Roque, Finance & Grant Coordinator at [mroque@flsports.com](mailto:mroque@flsports.com) or at 850-298-6637

The following is a checklist of items you will need to complete in order to receive funding:

- Read and sign both contracts and return to FSF
- Make sure a certificate of insurance naming Florida Sports Foundation is in place and a copy is sent to FSF at least 15 days prior to the event
- A post event report is required within 90 days of the event for disbursement and should include:
  - Front and back copies of cancelled checks from grantee to the third party for reimbursable expenses
  - An invoice supporting charges paid above
  - Proof of exposure for FSF/photos of banners
  - Room night tracking back up for attendees or teams and hotel room nights

#### GRANT TIMELINE

Submission Dates	July 10, October 10, January 10 & April 10 Preferred date: 1st Tuesday of the month following the grant deadline however, it is subject to change due to Grant Committee availability.
Grant Committee	Board meeting in the same quarter as the grant deadline
Board meeting	2 copies of grant contracts go out within 7 days following Board meeting
Contracts Out	Grantee signs and returns both copies of contracts prior to event
Contracts Signed & Returned	Certificate received by FSF at least 15 days prior to event
Insurance Certificate Provided	PER Received per grant policies timeline with required documentation
Post Event Report	