

Sports Marketing Incentive Program Application

– FOR REFERENCE ONLY – YOU MUST APPLY ONLINE VIA THE PORTAL

*Indicates required field

Applicant Information:

Entity Name*

Doing Business As (if different)

Tax ID*

Other W-9 Info*

Entity Type (city, county, regional, 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*

Total Application Funding Amount: \$[]

NOTE: Applicants can secure pre-approval before contracting for the event. Applicants MUST submit a copy of the RFP with the application for pre-approval.

Is the tournament or event contracted*? (yes or no) (Signed date must be December 7, 2021 or later.)

Attach a copy of the RFP/Bid document, event contract and receipts for eligible expenses* [file attachment will allow for PDF, Word & Excel]

Sporting Event/Tournament Name*:

Organization/Rights Holder Name*:

Type of Event (Youth, Amateur, Collegiate, Professional, etc)*:

Sport(s)*:

Event Dates*:

Location/Venue Name*:

The number of Athletes/Coaches/Staff*:

Estimated Percentage of athletes from outside VA*:

Estimated Number of Spectators*:

Hotels under consideration*:

Estimated Total Number of Room Nights*:

Earned Media (if applicable):

Estimated Direct Economic Impact*:

Event Description/Overview*:

Description how you will use the funds*:

Incentive Funds utilized for (list of all eligible expenses and amounts)*:

Supplemental Funding Relief Is the entity receiving any other federal funds for the event indicated in this plan?

Yes / No

If "Yes" above, then:

a. By checking this box, and signing this application below, the applicant hereby certifies and affirms that none of the requested funds will be used for expenditures that are duplicative of any expenditures that are covered with other relief funds.* Affirmed.

b. Please indicate the amounts of any other relief funding received for Tourism related expenditures*

(Attach a description, as appropriate, indicating how the other funding is being spent)

Other Federal Funds for tourism related expenditures: \$_____ (enter zero if none)

Attach files with any relevant description of other funding as appropriate