



Supported by

*Tourism*  
**PRINCE GEORGE**



The SportPG Grant financially supports local non-profit organizations that host sporting events which attract participants and visitors to Prince George.

The adjudication process may take up to eight (8) weeks for applications that are complete and in order. Approved grants are in line with, "This is SportPG" missions and goals, a strategy developed in partnership between the Tourism Prince George and the City of Prince George.

### **Applicant Eligibility**

- Be a registered non-profit organization that is in good standing and located in Prince George. Partnerships with a local non-profit sporting organization may be considered.
- Demonstrate the financial and organizational capacity to host the event being applied for.
- Be in good financial standing with the City of Prince George. Organizations with outstanding receivables with the City are ineligible.
- A financial need must be demonstrated.
- Provide a viable business plan for the events detailing the objectives, action plan, volunteer and organizational structure, and timelines upon request.

### **Event Eligibility**

- Be a sporting event that takes place over more than one day incorporating at least two days of competitions.
- Attract a significant number of out-of-town participants who generate at least one overnight stay in paid accommodations.
- Occur within the City of Prince George limits. Applicants whose events fall outside of the City limits may be considered if the event clearly demonstrates the majority of services - such as accommodations and food and beverage - are being provided within Prince George.

## **Ineligible Events**

The SportPG Hosting Grant does not fund the following events:

- Events offering prize money.
- Events operated by a for-profit business.
- Events that have already occurred.
- Unconfirmed events, including those still in the bid stage.
- Large-scale sporting events where considerable Hosting Right Fees, Multi-Sport Games (I.E. Canada Games), or Financial Assurances will be required are considered outside this grant program.

The typical level of staffing and financial resource commitments needed by such events exceeds the scope of the SportPG Hosting Grant and requires City Council approval. For these types of large-scale sporting event requests and for additional information or questions about Major Sport Event Hosting, contact Community Services at 250.561.7788.

## **Funding**

Funding is based on participant numbers and whether the event's scope is Regional, Provincial, Western Canadian, National or International. For the funding outline below, "participants" will include athletes, coaches and field of play officials:

- Regional (50 per cent or more of participants located outside of city limits) – \$7/participant
- Provincial (65 per cent or more participants located over 235 km from City) – \$9/participant
- Western Canada (participants from BC, AB, SK and MB) – \$10/participant
- National (75 per cent or more participants from out of province) – \$11/participant
- International (75 per cent or more participants from outside of Canada) – \$13/participant

## Expenses

- Funding may be applied to programming, operating, marketing and promotional expenses.
- Funding cannot be used for expenses related to the following unless otherwise agreed upon:
  - Capital projects and expenditures – Any construction, upgrading, or maintenance costs for facilities to stage sporting events
  - Endowments, charitable donations, fundraising campaigns, developing a business case or proposal for funding, donor recognition/walls, gifts (volunteer recognition)
  - Prize monies
  - Alcohol

## Conditions of Approval & Payment Terms

Upon grant approval, successful recipients will receive fifty (50) per cent of the approved funds prior to the sporting event based on the estimated number of eligible participants outlined in the application. The exact amount of the remaining funding will be determined after the event is completed, the number of participants is confirmed, and the final report is approved by the City. Lower numbers of actual participants than anticipated will result in a lower grant allocation. Events resulting in a profitable gain will need to show where excess funds have been allocated in the final report.

- In case of an event cancellation, repayment of the entire amount of funding issued by the City of Prince George will be required within (30) thirty days of the announced cancellation.
- Complete a final report within sixty (60) days of the event's completion. The report must include:
  - Number of volunteers and approximate number of hours contributed towards the event
  - Number of local athletes, coaches and officials
  - Number of out-of-town athletes, coaches and officials
  - Number of local spectators (estimates if the event is not ticketed)
  - Number of out-of-town spectators (estimates if the event is not ticketed)

- Number of out-of-town media
- Final financial statement (SportPG Budget Template)
- Any legacy achieved (financial, sport and community)
- Grant funding not used or accounted for in accordance with the approved eligible expenses shall be repayable by the grant recipient to the City of Prince George. The City of Prince George Liaison should be contacted for instructions.
- Include the SportPG logo on any printed materials, the event website, and social media (where applicable). Exposure must be at the same level or greater than other funders of equal value. Copies of these materials must be included in the final report. Please contact the City for suitable logos, including the respective logo branding standards.
- Supply a minimum of three (3) high-resolution photographs which are of sufficient quality to be used for promotional materials. The City of Prince George and Tourism Prince George must be given copyright permissions to use these photos for promotional or educational purposes. Photo submissions will indicate copyright permissions given. If photo credits are required, these must be provided.
- Prior to the event, provide event website address and social media information including hashtags being used for the event.
- Display the SportPG banner on-site during the event in a visible location. Tourism Prince George can provide this banner.
- Within sixty (60) days, email a post-event survey to registered participants. A copy of the survey will be supplied by Tourism Prince George.

## **Contact Information**

Paulette Wilson, Community Coordinator for Sport

Email: [Paulette.Wilson@princegeorge.ca](mailto:Paulette.Wilson@princegeorge.ca)

Phone: 1.250.561.7788