



## **Grant Application Rules / Procedures**

### **Introduction**

The Cedar Valley Sports Commission accepts requests for monetary donations for events and projects that fall within the scope of the Commission's mission and purpose.

### **Mission:**

To create, attract, and grow sporting events that will have a positive impact on the economy and quality of life of the entire Cedar Valley and to position the Cedar Valley as a premier destination for these events.

### **Purpose:**

In furthering the mission of the Commission, events and projects should bring visitors to the Cedar Valley. This program is designed to increase interest and participation in events and projects within the Cedar Valley while creating economic impact. Requests for funds will not be considered if they are to supplement daily operating budgets, or if they are to fund events or projects that will not (in the estimation of the Commission) have a distinguished and lasting positive effect on the community.

### **Application Deadlines:**

The following deadlines apply to all grant requests of \$1500 or more. Application deadlines are as follows:

- **January 15, 2017** – Deadline for any event/project in the 2<sup>nd</sup> Qtr. of 2017 (April-June)
- **April 15, 2017** – Deadline for any event/project in the 3<sup>rd</sup> Qtr. of 2017 (July-Sept.).
- **July 15, 2017** – Deadline for any event/project in the 4<sup>th</sup> Qtr. of 2017 (Oct. - Dec.).
- **October 15, 2017** – Deadline for any event/project in the 1st Qtr. of 2017 (Jan-March).

In consideration of special circumstances, the CVSC reserves the right to accept and review grant applications at any time—outside of the schedule outlined above.

Grant requests of less than \$1500 may be submitted at any time and will be reviewed on a monthly basis.

## **Fundable Items:**

Only items falling under the following categories may be eligible for receiving funding from the Cedar Valley Sports Commission. Requests for fundable items are NOT guaranteed funding.

- Event/Project Marketing
  - Must be purchased in markets 100+ miles away from Waterloo/Cedar Falls
  - May be print, electronic, or billboard.
- Direct Mail Campaign Expenses
  - Including development, printing, and postage
- Printed Materials
  - Pre-Event collateral pieces that promote participation in the project/event
- Capital improvements. Applicants should show how the improvements will directly further the mission of the Commission and have a lasting effect on the communities.
- Travel or other Industry Shows
- Bid or guarantee money for events or tournaments
- Event prize money used to attract participants
- Equipment purchase and rental (mats, bleachers, lights, etc)
  - Equipment must be that which will directly affect the organization's ability to host a tournament that will bring in visitors to the community.
- Honorariums for individuals (referees, officials, etc.) specifically engaged in the event.
- Food and Non-Alcoholic Beverages

## **Non-Fundable Items:**

The following items are examples of non-fundable items; these examples are not intended to be all inclusive and ultimately are subject to the discretion of the Commission.

- Annual operating expenses
- Professional legal, medical, engineering, accounting, auditing, or consultant services
- Salaries, wages, or administrative fees that are not directly tied to the event or project in the application
- Items for re-sale (tee-shirts printed for sale at event)
- Travel expenses of staff
- In-house postage and material inventory
- Donations and in-kind contributions to sponsors
- Awards such as plaques, trophies, gift certificates etc.
- Tangible personal property, including, but not limited to copy machines, fax machines, computer equipment, typewriters, other office equipment
- Interest or reduction of deficits or loans
- Anything contrary to federal or state law or local ordinance.
- Giveaway items for participants (shirts, trinkets, etc)
- Alcoholic Beverages

## **General Terms / Guidelines:**

1. Projects must be classified as sports related. Specific definition of what is ‘sports related’ is not given, but applying entities will be required to define how their project is sports related, if the situation is not obvious to the lay person. Priority may be given to competitive sporting events.
2. Projects must further the mission of the Cedar Valley Sports Commission. The mission and purpose of the Cedar Valley Sports Commission as written above.
3. Applications must be made in accordance with the deadlines listed above. The CVSC reserves the right to automatically reject any late applications.
4. All applicants are **required** to consult with CVSC Executive Director Ashley Johnson either in person or via telephone (319-493-5371) before the application is submitted for review by CVSC Board Members.
5. Applications must include event budget, proof of liability insurance, (*should your organization be granted funds, you will need to provide a certificate of insurance naming the Cedar Valley Sports Commission as additionally insured before receiving grant funds*) as well as a list of board of directors/those in charge of event.
6. Grant recipients must provide a final written report within 60 days of the completion of the project to the Cedar Valley Sports Commission. This report must include copies of receipts for funded items and copies of any printed materials/programs used for the event. Failure to provide this report may result in future grant disqualification.
7. All grant applications must be typed.
8. Grant recipients must provide no less than six, digital, high resolution photos of your event 14 days after event date. Photos should capture the event as a whole and include at least one photo of the Commission’s signage placed at the event. Submitted photos may be used for promotional purposes.
9. Grant recipients must provide two complimentary tickets (in the case that tickets are needed to attend the event) or instructions for attending your event within 30 days before the event so that Commission board members may witness the event in person.
10. Grant recipients must include the Cedar Valley Sports Commission logo in all printed and electronic publications associated with your event.

**Completed applications and questions about the application processes should be directed to:**

Ashley Johnson  
Executive Director  
Cedar Valley Sports Commission  
(319) 493-5371  
[ashley@cedarvalleysports.org](mailto:ashley@cedarvalleysports.org)

## Grant Application

### 1. General Information

Name of organization \_\_\_\_\_

Check payable to (If different than above) \_\_\_\_\_

Name of project/event \_\_\_\_\_

Dates of project/event \_\_\_\_\_

Contact person \_\_\_\_\_

Amount Requested \_\_\_\_\_

Address of organization or person completing application (include address for check if different)

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

2. What is the mission of your organization?

3. How long has the organization been in existence? Please also give a brief narrative discussing events the organization has hosted or put on in the past.

4. If your organization has been the recipient of grants from (from CVSC or other entities) in the past, please indicate amounts, funding organizations, and projects.

5. Please provide a narrative of the project for which you are applying. Be sure to specify how the grant monies will be used and how the project will enable recipient to further the mission of the Cedar Valley Sports Commission. If the lay person is unable to see how this project/event is sports, please use this opportunity to describe.

8. Please provide the best possible projections / estimates for the following:

A. How many athletes & coaches will travel MORE than 100 miles for the event?

B. How many spectators will travel MORE than 100 miles for the event?

C. How many athletes & coaches will travel LESS than 100 miles to for the event?

D. How many spectators will travel LESS than 100 miles for the event.

E. How many participants that traveled LESS than 100 miles are from Black Hawk County?

F. How many spectators that traveled LESS than 100 miles are from Black Hawk County?

9. Describe how the project will be marketed.

10. If awarded funds, how will you recognize the Commission for the funds received?

11. Please complete the budget projection worksheet that is included on the next page. Please note that except in very few cases, Sports Commission funds should not be the sole source of funding.

### Projected Financial Report

<b>Income:</b>	
Entry Fees.....	\$
Program Advertising.....	\$
Grants (Specify on back if other than CVSC).....	\$
Sponsorships.....	\$
Admissions.....	\$
Program Sales.....	\$
Merchandise Sales.....	\$
Concessions Sales.....	\$
Other.....	\$
<b>Projected Total Income:</b>	<b>\$</b>

<b>Expenses:</b>	
Bid / Guarantee Fees.....	\$
Sanctioning Fees**.....	\$
Facility Rental.....	\$
Custodial Fees.....	\$
Equipment Rental.....	\$
Insurance.....	\$
Officials/ Judges Fees.....	\$
Transportation.....	\$
Hotel.....	\$
Meals.....	\$
Awards / Prize Money.....	\$
Postage.....	\$
Phone Utilities.....	\$
Concessions / Programs.....	\$
Other (Please Itemize on Back).....	\$
<b>Projected Total Expenses:</b>	<b>\$</b>

\*\* Fee paid to governing body per team / participant

**Projected Net Profit (Loss):** \$ \_\_\_\_\_

**13. If you are projecting a profit, how will that money be used to market, grow or improve your event / other events in the future?**

**Prior to submitting your grant application, please ensure you have included the following:**

- Application complete and typed
- Proof of liability insurance which names the Cedar Valley Sports Commission as additionally insured
- One copy emailed to [ashley@cedarvalleysports.org](mailto:ashley@cedarvalleysports.org)
- Grant applicant agrees to the terms and guidelines of the grant application

Printed copy of completed application with supporting materials should be mailed to: **Cedar Valley Sports Commission, PO Box 4166, Waterloo, IA 50704**



## **Cedar Valley Sports Commission Grant Report Form** *(For Completion Following the Event)*

**\*\*Grant Report Form is subject to change\*\***

Grant report form must be completed within 60 days of the completion of the project and submitted to the Cedar Valley Sports Commission.

1. **Please give a brief overview of your event.**
  
2. **How were funds granted by the Sports Commission used?**
  
3. **Number of athletes/coaches/team staff participating in the event:** \_\_\_\_\_
4. **Number of spectators who attended the event:** \_\_\_\_\_
5. **Number of participants that traveled more than 100 miles for the event:** \_\_\_\_\_
6. **Number of spectators that traveled more than 100 miles for the event:** \_\_\_\_\_
7. **Number of participants that traveled LESS than 100 miles for the event:** \_\_\_\_\_
8. **Number of spectators that traveled LESS than 100 miles for the event:** \_\_\_\_\_
9. **Number of participants from Black Hawk County:** \_\_\_\_\_
10. **Number of spectators from Black Hawk County:** \_\_\_\_\_
  
11. **How did your event change / grow from previous years?**
  
  
12. **Is there anything with your event that didn't work out as planned or that you would do differently in the future?**

