



# Tournament Builder Program

*Assist Sports Tournaments by building awareness of the Findlay area and show a growth pattern that benefits the community • Must show a track record of overnight stays. • Organizations are not limited to a single application • Award 50% of total budget, up to \$1,500 • Current applications are for tournaments taking place January 1, 2021 - December 31, 2021 • Applications due 60 days prior to competition*

## Application Timeline

- **Submit Application** - Applications are due 60 days prior to competition. There is no limit on the number of applications each organization may submit, but individual applications are required for each tournament. Please fill out one complete applications per each applicable tournament.
- **Notice of Approval and 50% Payment** - To be received within 15 days of 60 day deadline
- **Have a Successful Tournament** - We want to ensure you have a great event, let us know how we can assist!
- **Submit Request for Reimbursement** - Reimbursement form, related receipts, and proof of logo usage are due no later than 60 days post event.
- **Reimbursement Processed** - Within 30 days of the receipt of the completed reimbursement request and materials you will receive your reimbursement check.

## Application Checklist

- **Tournament Builder Application** - Complete all sections of the application, including narrative sections. Attach extra sheets, if necessary.
- **Budget Worksheet** - Complete all sections of the Budget Worksheet with explanations. Up to 50% of the total Tournament budget may be matched by CVB Tournament Builder funds, at a maximum of \$1,500. (Example: Total budget \$3,000 could be matched with \$1,500 of CVB funds). Matching funds may be comprised of up to 50% in-kind donations (at least 50% of the matching funds must be cash). In-kind contributions must be clearly marked on the budget worksheet. See Page 5 for eligible expenses.
- **Supporting Materials** - If deemed appropriate by the applicant, include narrative of previous tournament history, attendance, hotel rooms occupied and financial recap (exhibitors, admissions, advertisement placement). References and other relevant information may also be submitted.
- **Submit application** – Submit application no later than 60 days prior to competition
- **Submit your tournament to the Visit Findlay Calendar** – Go to [VisitFindlay.com/Events](http://VisitFindlay.com/Events) to fill out the form.

## Media Release

As part of our grant programs, from time to time we will produce media releases to announce the recipients of grant programs. Please indicate below if you wish to have your information shared with our media partners:

Yes

No

Complete every page of the application and worksheet! Make sure to read the fine print on page 5 to see if your organization is eligible, priority areas, eligible expenses, documentation and more.

Contact Visit Findlay with any questions you may have:  
[info@visitfindlay.com](mailto:info@visitfindlay.com) & 419-422-3315

## 2021 Tournament Builder Program *Application*

<b>Name of Tournament:</b>		2021 Tournament Date(s):	
Tournament Location:		Applying Organization:	
Contact Name and Role in Organization:		Contact Phone Number:	
Mailing Address for Grant Correspondence:		Contact Email:	
<b>Amount Requested:</b>		Organization Annual Budget:	
Total Tournament Budget:		Projected Total Revenue:	
Check Payable to:		Year Tournament Began:	
Do you plan to apply for Co Op Advertising Grant funds for this event or program? If so, please indicate the amount you plan to request.		Event Attendance	2021 Estimate
			2020 Actual
			2019 Actual
Please check the type of competition your tournament is:	Round-Robin Competition		
	Single Elimination		
	Double Elimination		
	One-Day Competition with Overnight Stays		
Have you already reached out to hotels for room blocks for this tournament? If so, which hotels and what are the terms of the block?			
Is there a guaranteed number of games for teams? If so, do these guaranteed games take place over several days?			
How many overnight rooms do you anticipate? How did you gather that number? How will you guarantee room nights?			
Where are you hoping to pull teams from for this tournament? How are you reaching them?			
How far ahead will the tournament/competition schedule be released?			

## 2021 Tournament Builder Program Application

The goal of this section is to give the CVB an accurate picture of the history and goals of the applying program, and to allow the applicant the opportunity to demonstrate project startup and sustainability need, potential, and community impact. Additional pages & other supplemental materials may also be included.

What are your goals for this tournament? Please detail in 3 - 5 sentences.	
What would you like the impact of this tournament or competition to be? How will it positively impact the community? How will it support the travel and tourism industry in Hancock County?	
How would the involvement of the CVB positively impact this event or program? How will you use the CVB logo in your marketing materials? How can you utilize the CVB's free services (i.e. calendar listing, custom itineraries, event supply rental)	
Does your organization plan other events? Please list along with the longevity of th events.	

### Tournament Budget Projected Revenue

*This section is to provide information about what funding has been secured for the event, and projected revenues. Use additional pages, if necessary. A more detailed budget worksheet can be found at VisitFindlay.com*

(R1) Projected event income from <b>sales</b> :	\$ _____
<i>Any income expected from tickets, merchandise, advertising, team registration, etc.</i>	+
(R2) Projected event income from <b>sponsorships or donations</b> :	\$ _____
<i>Any income expected from organizations or individuals in the form of sponsorships or donations – not including this CVB request.</i>	=
(R3) <b>Total before CVB Grant</b>	\$ _____
	+
(R4) <b>Amount Requested from CVB</b>	\$ _____
<i>No more than half of budgeted enhancement expenses up to eligible amount</i>	=
(R5) <b>Total Projected Revenue</b>	\$ _____

# 2021 Tourism Growth Program

## Event Budget

### Projected Expenses

*This section is to provide information about what funding has been secured for the event, and projected revenues. Use additional pages, if necessary.*

**(E1) Ineligible Expenses**

\$ \_\_\_\_\_

*This includes concessions, souvenir/merchandise table items, awards, salaries, tournament director fees, and raffle items. This would also include advertising and marketing funds if a Co Op Advertising Application will be submitted. See page 5 for complete list.*

### Tournament Expenses

*This section is to provide information about how funds will be spent. Only include funds related to this grant. This would be event-specific events that are purchased to run this tournament like equipment, umpires/officials, and tournament bids. To clarify an expense, please contact the CVB. This grant is for 50% matching funds. Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash). To receive the full amount of requested funds from the CVB, the expenses must equal twice the amount requested.*

Item Description (include if local/non-local)	Cost	In-Kind
1. _____	\$ _____	_____
2. _____	\$ _____	_____
3. _____	\$ _____	_____
4. _____	\$ _____	_____
5. _____	\$ _____	_____
6. _____	\$ _____	_____
7. _____	\$ _____	_____
8. _____	\$ _____	_____
9. _____	\$ _____	_____
10. _____	\$ _____	_____

**(E2) Total Projected Event Enhancement Expenses:** \$ \_\_\_\_\_

**(E3) Total Projected Expenses (Add E1 and E2):** \$ \_\_\_\_\_

### Projected Net Revenue

**Total Projected Revenue (R5)** \_\_\_\_\_ - **Total Projected Expenses (E3)** \_\_\_\_\_ = \$ \_\_\_\_\_

# 2021 Tournament Builder Program

## Application Guidelines and Funding Restrictions

**Who May Apply:** Any non-profit organization seeking to organize a tournament that will build awareness of the Findlay area, show a growth pattern that benefits the community, and will bring overnight stays to Hancock County.

**Priority Areas:** Preference will be given to tournaments that will be bringing teams to Hancock County from outside the region. Applicant Tournaments must show a track record of overnight stays and guarantee overnights in the applicant year.

**Timeliness:** In order to be considered for funding, applicants must complete and submit the Tournament Builder Program Application and any supporting materials to the Hancock County Convention & Visitors Bureau prior to the stated deadline. Incomplete or late applications will not be considered.

**CVB Logo:** The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. Correct Visit Findlay logos can be downloaded at [VisitFindlay.com/VisitFindlayLogo](http://VisitFindlay.com/VisitFindlayLogo) or requested by emailing [info@visitfindlay.com](mailto:info@visitfindlay.com).

**Documentation and payment:** A Reimbursement Request form will be provided to you along with approval notification, and is available at [VisitFindlay.com](http://VisitFindlay.com). Please fill out this form with information about your event's outcome and success within 60 days post-event. Reimbursements will be accepted earlier and extensions in certain circumstances may be requested. Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement. Final payment will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and require the organization to return the initial award disbursement.

**Event Cancellation, Inclement Weather, etc.:** Should the event be rendered not feasible or impossible to execute, then the applicant must return all funding received within 30 days from the planned event date. Should inclement weather or other force majeure cause an unexpected event cancellation, the applicant may retain funding only for applicable expenses incurred by submitting a written report explaining the details of the cancellation and an accounting of funds received, which must then be reviewed and approved by the CVB.

**Use and In-Kind Funding Restrictions:** Funds granted through the Tournament Builder Program must be used for the sustainability of an event or program. Funding may not be used for administrative fees or salaries, tournament director fees or other salaries, entertainment, alcohol, alcohol or event permits, awards, food/catering costs, raffle items, merchandise to sell, or prize money. The amount of CVB funds requested may be up to 50% of the total event budget to a maximum of \$1,500. Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash).

**Combination, Future Funding:** Up to \$1,000 of CVB Co-Op Advertising funds are also available to Tournament Builder Program recipients, but cannot be used as matching funds for Tournament Development funds. Organizations are not limited to a single grant application, but individual applications are required for each tournament. Please fill out one complete applications per each applicable tournament.

**Special Circumstances:** In the event the application has special requests outside of the realm of Tournament Builder Program guidelines, including the need to receive 100% of grant funds before the conclusion of the event instead of the standard 50%, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau.*

*\*All decisions are final\**

*\*Disbursement of funds is dependent on the receipts collected from the bed tax from year to year\**

**Signature:**

**Title:**

**Date**

*An electronic signature above signifies that this document is complete, and all information within is accurate.*

### Return Completed Application to:

Hancock County Convention & Visitors Bureau, Attn: Tournament Builder Program  
MAIL: 123 East Main Cross, Findlay, Ohio 45840, FAX: 419.422.9508 or EMAIL: [info@visitfindlay.com](mailto:info@visitfindlay.com).

Note: Completed application must be submitted by December 16, 2019

A complete application consists of: Completed original application form, completed Event Budget, and supporting documents or other pertinent information for consideration, if applicable.

Questions? Contact the CVB at 419.422.3315, or email [info@VisitFindlay.com](mailto:info@VisitFindlay.com).