SPORTS TOURISM GRANT PROGRAM

OBJECTIVE:

The Sports Tourism Grant Program is available for athletic events consisting of competitions, exhibitions, tournaments, and other sports-related events taking place in the City of Virginia Beach. The Sports Tourism Grant Program is designed to promote and grow new/beginning sporting events and encourage them to become self-sustaining. The Sports Tourism Grant Program is not intended to be a long-term funding source for events. *The goal of hosting an event in Virginia Beach is to:*

- Generate year-round overnight visitation
- Contribute to the quality of life in Virginia Beach through sport
- Generate regional and/or national media exposure for the city
- Increase out-of-area economic impact

DESIRED OUTCOME:

To attract high quality, amateur and professional sporting events, conferences, and meetings. In turn, advance and promote year-round tourism, economic impact, and quality of life in the City of Virginia Beach through sport.

POLICIES & PROCEDURES:

Applications must be completed using the form provided. Additional information that is required or requested may be attached to the application. Grant applications will only be accepted during the two (2) timeframes listed below:

January 15 Application Deadline

- Eligible events taking place between July 1 – December 31
    - Ex.: January 15, 2026 deadline will be for events taking place July 1, 2026 – December 31, 2026. Applications accepted from December 1, 2025 – January 15, 2026
- Applications accepted from December 1 – January 15

July 15 Application Deadline

- Eligible events taking place between January 1 – June 30
    - Ex.: July 15, 2026 deadline will be for events taking place January 1, 2027 – June 30, 2027. Applications accepted from June 1, 2026 – July 15, 2026
- Applications accepted from June 1 – July 15

Grant Applications can be found here

Grant Application "click here"

Virginia Beach Convention & Visitors Bureau
600 22nd Street, 2nd Floor | Virginia Beach, VA 23451 | (757) – 385 – 6650

- Events must be ***at least*** 2-days in duration to be considered for a grant. 1-day events are not eligible.
- The Sports Tourism Grant Committee will review and determine potential funding status of an event. The committee meets two times a year (January and July).
- Approved applicants will receive a Grant Award Letter that must be signed within 30-days of receipt.
- A Partnership Overview (POV) will then be sent to the grant applicant for signature through Adobe Sign.
- At the conclusion of the event, the grant applicant is required to complete the following to receive funding:
    - Post-event form
    - Verifiable zip code data for all participating athletes
    - Itemized receipts/invoices for equipment, venue rentals, travel, marketing, etc. (totaling more than the awarded grant amount)
        - Acceptable proofs of payment include:
            - Cancelled checks
            - Bank statements
            - Credit card statements
            - Payment confirmation
    - Payment reimbursement will only happen once all appropriate paperwork is submitted.
- If completed post event form is not submitted within 60-days of event completion, grant funding will not be paid
- The maximum amount the grant committee can award is ***$10,000.***
- A maximum **of 3 applications** may be submitted per organization every application cycle (6 months)

ALLOWABLE EXPENSE:

- Promotion, Marketing, and Programming
- Paid advertising and media buys *outside of Hampton Roads*
- Production and technical expenses
- Site fees/costs (labor, rentals, insurance, security, maintenance, etc.)
- Rights fees, sanction fees and *non-monetary* awards
- Travel for special officials or performers
- On-site hospitality (not including alcohol)

DISALLOWABLE EXPENSE:

- General operating or administrative expenses including staff and officials traveling to solicit events
- Building, renovating, and/or remodeling a facility
- Purchase of permanent equipment
- Debts occurred prior to the grant or late fees
- Printed programs which solicit advertising

- Person or alcohol/tobacco related expenses

OVERVIEW OF GRANT TERMS:

- Include the Virginia Beach logo and VBSports website on all advertising materials
- Allow Sports Tourism to hang signage at the event
- Complete an accurate accounting of the event's financial activity to Sports Tourism within 60 days of the event or by June 30, whichever comes first (a post event form will be sent through Adobe Sign)
- Agree to notify Sports Tourism immediately if the event is canceled, rescheduled, or downsized.
- The City reserves the right for additional sponsorship considerations as mutually agreed upon. For example: additional VIP passes for City Council, visiting City guests, etc.
- ONLY Virginia Beach hotel rooms will be considered in the "Room Night" counts for your application.