



ABBOTSFORD

SPORT & EVENT HOSTING

SUPPORT
APPLICATION



SPORT & EVENT HOSTING SUPPORT

Application Form



TOURISM
ABBOTSFORD

Legal Name of the Organization: _____

*Cheques will be made out to this name

Phone: _____ Alternate Phone: _____

Email: _____

Contact Person: _____ Position: _____

Date Submitted: _____

Has your organization applied to Tourism Abbotsford for grant funding or support previously: _____
and if so for what event: _____ and for what amounts (s)? _____

A. Event Information

Event Name: _____ Event Dates: _____

Total Event Budget: _____

Please provide a brief description of the event (200 words or less). Include information on the purpose of the event, scheduled activity and how you will evaluate the event's success and any new components from the previous year (if applicable).

Has the event been confirmed / secured?

- Yes
- No

Is this a new event?

- Yes
- No

If sporting event, type of event / tournament:

- Regional
- Provincial
- National
- International

What facilities/venues in Abbotsford have been confirmed for the event (and if in more than one please indicate all of them.)

_____, _____,

_____, _____

Does this event occur annually in Abbotsford? If not please indicate how often the event may return to Abbotsford, or specify one-time only if this is the only occasion on which is likely to occur in Abbotsford within the next five years.

- Yes
- if No, how often: _____

B. Accommodation Information

Will the event attract out of town participants / spectators who will stay in overnight paid accommodation?

- Yes
- No

Have any hotel room blocks been secured for this event?

- Yes
- Not Yet
- No Room Blocks Required

If yes, which hotels and how many rooms per night?

HOTEL	BLOCK DATES	ROOMS PER NIGHT

*Hotels will be contacted to confirm room blocks

Do you have a way to calculate the number of rooms generated by your event?

- Yes
- No

If yes, how do you plan to calculate the number of room nights?

C. Event History & Participant Information

List 2 -3 past events you or your organization has hosted successfully that demonstrate you have experience and capacity in hosting events such as this one.

Year	Event and Location	# of Attendees

From where will your event participants/attendees come? Please provide a projected estimate of numbers attending your event. If your event was held here previously, please include actual numbers for the previous year. If your area is not indicated on the chart please add your location

PARTICIPANT/ATTENDEE INFORMATION (indicate from where)	Estimate # Attending	Previous Years Attendance
Abbotsford Area		
Lower Mainland		
TOTAL PARTICIPANTS FROM ALL AREAS		

For these participants what is your estimate of the average number of nights paid accommodation they will be staying? For example, for a weekend event starting on a Friday evening and ending on a Sunday afternoon the average would be 2. _____

What is the age composition of participants/attendees?

_____ % under 19, _____ % 19 – 44, _____ % 45+

Approximately what percentage of ALL participants/attendees will be staying in paid accommodation?

_____ %

For these participants/attendees what is your estimate of the average number of nights' accommodation they will be staying (For example 2 nights). _____

If there were will be no room nights generated, explain why:

D. Event Marketing

Briefly tell us how your event will be marketed / promoted.

How do you communicate to the participants leading up to the event? (ex. Email, Newsletter, Social Media, etc.)

How often do you communicate prior to the event?

Does your organization have social media channels? If so, what are your organization handles?

Facebook:

Twitter:

Instagram:

Other:

Support Options

Please identify which support options you would be most interested in receiving from Tourism Abbotsford. Please note, selected options are not guaranteed and carry a value that will be considered when determining concessions for Tourism Abbotsford.

<input type="checkbox"/>	Bid Support	If your event is not secured and you are still in the bidding phase, Tourism Abbotsford aids in building your bid.
<input type="checkbox"/>	Accommodation Coordination	We will use our resources to help secure room blocks by drafting an RFP with your specific requests. This will be issued to all accommodation providers to find you the best fit for your event.
<input type="checkbox"/>	City Services Liaising	Through our relationship with the City of Abbotsford, we connect you with the right people in order to keep your event planning on track, whether it be for permitting, field booking, or other resources and information.
<input type="checkbox"/>	Visitor Services Support – Pre/Post Experience Itineraries	With our extensive knowledge of the area, we ensure your attendees are aware of the activities, places to eat, and things to do in Abbotsford prior to arriving. We curate itineraries based on your specific group needs and format them for your preferred communication channel.
<input type="checkbox"/>	Visitor Services Support – Collateral for Participants/Attendees	We have various printed pieces that are useful to groups once in Abbotsford for your event. From guides to maps, these pieces provide an overview of the community, and are available to you during the event or may be sent out prior to the event.
<input type="checkbox"/>	Visitor Services Support – Onsite Visitor Servicing	With our mobile visitor servicing setup, we come to your event and setup where most attendees will gather. We not only provide information to attendees but are adaptable to your needs, including surveying and retail capabilities.
<input type="checkbox"/>	Marketing Support – Co-operative Marketing	We will collaborate with you on a marketing campaign for your event, contributing our resources to help with the planning and execution on a targeting marketing campaign.
<input type="checkbox"/>	Marketing Support – Featured Event Listing on Website	We feature your event on the homepage of our webpage, which receives an average of 35,000 views per month.
<input type="checkbox"/>	Marketing Support – Social Media / Newsletter / Blog	We feature your event on our communication platforms including our social media channels, consumer newsletter and blog that reach thousands of eyes.
<input type="checkbox"/>	Marketing Support – Asset Development (Photo & Video)	A professional photographer or videographer attends the event to capture image or video that is shared by both Tourism Abbotsford and yourself, with the purpose of being used for future marketing.
<input type="checkbox"/>	Hosting Grant	We award you with a cash grant to help offset costs in marketing the event.

NOTE: Please remember to attach your event budget with this application.

CRITERIA

Please review the criteria for submitting in the Program Information Document

The information in this application is a true and accurate representation of our event.

Signature _____,

Print Name, _____

Phone Number, _____

Date, _____

To submit your application email to: cblanchette@tourismabbotsford.ca using the subject line Sport Grant Application from (insert your organization's name)

Or mail application to
Tourism Abbotsford
Attention: Chris Blanchette, Manager, Destination Marketing
1190 Cornell Street Abbotsford, BC V2T 6H5