



ABBOTSFORD

SPORT & EVENT HOSTING

PROGRAM
INFORMATION

SPORT AND EVENT HOSTING

Program Information



Purpose of the program

The purpose of sport and event hosting program is to utilize Tourism Abbotsford's resources to help assist organizations who are hosting sporting or community events. We recognize that these events increase the economic impact and overnight visitation to Abbotsford, as well as contribute to the energy of the community, and support the development of our local sport groups.

For those interested in creating new events in Abbotsford, or bidding on hosting opportunities, please contact Tourism Abbotsford prior to creating the event, or during the bidding / creation phase to discuss eligibility for assistance (financial and otherwise) through other grants funding opportunities.

Program Details and Criteria

Our Sport & Event Hosting program is primarily intended to support our local sport organizations host events at all levels, and to support smaller-scale or first-time events looking to gain traction in the community.

Individual applications will be evaluated and awarded based on the event's ability to generate overnight visitation, economic impact, proper data collection methods, sport and community development, and the overall quality of the application submission.

Applicants must be able to demonstrate the following in their application in order to be eligible for support:

- Tourism Abbotsford support funding is not the only source of planned event income.
- The event organization has the experience and capacity to successfully host the event.
- The event will provide community and economic benefit.
- The event will be hosted within 12 months of the grant awarded.
- That an event budget has been prepared and submitted to Tourism Abbotsford.

Other program criteria to be aware of include:

- Organizations may apply for up to two events in a 12 month period, but the applications must be for separate events.
- The event must be based in Abbotsford. If the event is held outside of Abbotsford, support will only be considered if the organization can demonstrate that majority of services are being provided by Abbotsford businesses.
- The latest an application will be accepted is 1 month out from the start of the event.

- In order to receive hosting support, event organizers must agree to concessions presented by Tourism Abbotsford.
- Hosting grants will be issued in the year the event takes place, with 75% of the grant being issued prior to the event, and the remaining 25% being issued following submission of a post-event report.
- Event organizers are required to complete a post-event report in order to assess economic impact of the event, as well as provide record of hosting support. The report template will be supplied by Tourism Abbotsford and needs to be fully completed in order to receive the final payment of any hosting grant awarded.

Hosting Support Options

The following are some of the support options we offer. In the application, event organizers can select the support they are applying for. Each option comes with an assigned value that is taken into consideration when assessing each event and the concessions requested by Tourism Abbotsford.

- Event bidding coordination
- Accommodation coordination
- City services liaising
- Visitor Servicing Support
 - Onsite visitor servicing
 - Pre/Post Event Experience Itineraries
 - Collateral for participants (Maps, Guides, etc.)
- Marketing Support – Co-operative Marketing
- Marketing Support – Event promotion via Tourism Abbotsford’s digital channels
 - Website
 - Social Media
 - Newsletter
 - Blog
- Marketing Support – Asset Development
 - Photo Assets
 - Video Assets
- Hosting Grant

Application Evaluation Process

- Applicants will be evaluated by Tourism Abbotsford upon application submission.
- A support proposal letter will then be issued within two weeks of submission outlining the support Tourism Abbotsford will give, followed by requested concessions in exchange for the support.
- Both parties must agree to the terms, and if any hosting grants are awarded, recipient will receive their first payment for 75% of the grant awarded, paid by cheque. The remaining 25% of the grant will be awarded after the event, following submission of the post-event report to Tourism Abbotsford, and confirmation all criteria of the grant have been completed.
- Grant payments will only be issued in the calendar year in which the event takes place. For events taking place in the subsequent calendar year of the grant award, Tourism Abbotsford will provide the sports organization with a letter of commitment of the grant award.
- In the case of an event cancellation, repayment of any hosting grants will be required.
- Hosting Support recipients' names may be published / announced on the Tourism Abbotsford Website, Tourism Abbotsford Newsletter, in a press release, or through other means of communication.
- Hosting Support recipients are required to provide final updated event information within 30 days of the event. This will assist Tourism Abbotsford in calculating the economic impact of funded events. Failure to provide this post-event report as requested by Sport Host Abbotsford will impact future grant awards.

If you have any questions further to the program details or completing the application, please do not hesitate to email:

Chris Blanchette

Manager, Destination Marketing

Tourism Abbotsford

cblanchette@tourismabbotsford.ca