

## Frequently Asked Questions (FAQs) - Sport Hosting Grant

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### General Eligibility

**Q: Who exactly qualifies as an "informal group"?** A: Informal groups refer to community-based collectives that may not be formally registered as societies or non-profits but are organizing a sporting event. They should still have a clear event plan, budget, and accountability structure.

**Q: Can private businesses apply without a not-for-profit partner?** A: Yes, businesses can apply directly as long as the event meets all the eligibility criteria, especially around community benefit, tourism impact, and sporting purpose.

**Q: Does the event have to be open to the public, or can it be a closed or invite-only competition?** A: Events do not have to be public as long as they generate measurable overnight stays, align with sport tourism objectives, and are sanctioned by a recognized body.

**Q: What if part of the event happens outside Nanaimo—can it still be eligible?** A: Events must have the majority of their activities take place within Nanaimo to qualify. Partial events may be considered if the primary impact remains local.

### Event Timing and Type

**Q: If our event overlaps the main tourism season and shoulder season (e.g., late August into September), will it still be prioritized?** A: It may still be considered, but events between September and May are preferred. Strong applications during the summer must clearly demonstrate off-season impact or exceptional tourism value.

**Q: Are events with a single competition day but setup/teardown over multiple days considered "multi-day"?** A: No, multi-day refers to actual competition or event activity spanning multiple days. Setup/teardown is not included in this metric.

**Q: Can a recurring local event that wants to grow to a regional level qualify for funding?** A: Yes. Expansion of existing events is eligible and encouraged, especially if it increases out-of-town participation and overnight stays.

## **Application Process**

**Q: What's the turnaround time from submission to a funding decision?** A: Typically, decisions are made within 3-4 weeks of the application closing date. This may vary based on application volume.

**Q: What kind of supporting documents do we need to submit along with the application?** A: At minimum, an event budget, marketing/promotion plan, proof of insurance, and legacy plan. Templates and examples will be provided.

**Q: Can we edit our application after submission if we made a mistake?** A: No, the online form cannot be edited after submission. It's important to use the offline PDF to draft answers before submitting.

## **Funding + Financials**

**Q: Is there a funding cap or minimum grant amount?** A: There is no published cap or minimum. Funding is based on event scale, impact, and available budget.

**Q: If an event gets funding one year, is there any advantage or disadvantage in reapplying the next year?** A: There is no guaranteed advantage, but a successful history with good reporting and measurable results strengthens your case.

**Q: Can the grant cover travel subsidies for teams if that helps increase overnight stays?** A: Yes, if that spending directly contributes to attracting out-of-town participants and increases hotel room nights, it may be eligible.

**Q: What happens if expected attendance or hotel nights fall short—do we lose funding?** A: Not necessarily. However, gross misrepresentation may affect current or future funding. Final reports should provide honest outcomes.

## **Room Night Tracking**

**Q: What qualifies as acceptable proof for hotel room pickups?** A: Reports from partner hotels, booking promo codes, ticket sale ZIP/postal codes, or CRM data are acceptable. Documentation must be verifiable.

**Q: Do Airbnb or other short-term rentals count in overnight stays?** A: While these are valuable, only paid accommodation data from hotels/motels is formally recognized in reporting for MRDT-funded grants.

**Q: Can Tourism Nanaimo assist in securing room blocks at preferred rates?** A: Yes. Tourism Nanaimo can help coordinate room blocks, but tracking and confirmation remain the applicant's responsibility.

## Marketing & Promotion

**Q: Does the event marketing plan have to include paid advertising, or are social and earned media enough?** A: Paid advertising is not required, but a well-thought-out promotional plan is. This can include digital, social, media partnerships, etc.

**Q: Are there marketing guidelines we need to follow when acknowledging Tourism Nanaimo's support?** A: Yes. Sponsorship benefits should be clearly outlined in your application. Recognition may include logo use, mentions, booth space, etc.

## Reporting & Compliance

**Q: Can we get a look at the final report template before applying?** A: Yes, Tourism Nanaimo will provide a sample final report template to help you plan data collection during your event.

**Q: What are examples of good legacy or sustainability plans?** A: Examples include: reinvesting surplus into youth sport, developing a volunteer database, building awareness of Nanaimo's venues, or increasing future event hosting capacity.

**Q: What's included in the Tourism Nanaimo Supplier Non-Discrimination Policy?** A: The policy ensures all suppliers and contractors are treated fairly and inclusively. It includes expectations around accessibility, non-discrimination, and ethical practices.

## Ineligible Activities

**Q: What if our event includes a fundraising element—does that disqualify the entire event?** A: Not automatically. If the central focus is competition and sport, and fundraising is a minor component, it may still qualify.

**Q: If we offer small athlete recognition tokens (e.g., medals, ribbons), does that count as "giveaways"?** A: No. Athlete recognition is acceptable. However, large-scale prizes or audience giveaways are not eligible for grant spending.

**Q: Can prize money be awarded if funded from other sources?** A: Yes, but the grant funds cannot be used for prize money. You must demonstrate separate sources for these expenses.

## Partnership Agreement

**Q: What happens if we miss the 30-day deadline for returning the signed agreement?** A: The grant may be forfeited. Let us know ASAP if there are delays so we can try to accommodate where possible.

**Q: Are there any consequences beyond repayment if the event is canceled or doesn't meet expectations?** A: Repayment is the main requirement. However, future eligibility may also be affected if communication and reporting are not handled appropriately.

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For any additional questions, please contact Tourism Nanaimo directly at [sport@tourismnanaimo.com](mailto:sport@tourismnanaimo.com).