

Sport Hosting Grant Application Information

Updated January 2026

Overview

The Sport Hosting Grant sponsors major sports events aimed at boosting overnight stays in Nanaimo and elevating our reputation as a world class sport hosting destination. This program is funded through the Municipal and Regional District Tax (MRDT) program allocated to Tourism Nanaimo through the City of Nanaimo.

Eligibility

Who can apply

- Local sport organizations
- Provincial sport organizations
- National sport organizations
- Community groups
- Associations
- Informal groups
- Businesses and residents

Eligible events must:

- Majority of activities occur within the boundaries of Nanaimo or be able to demonstrate room nights at hotels within the City of Nanaimo.
- Demonstrate the potential to increase tourism and generate measurable overnight stays in hotels within the City of Nanaimo.
 - *Note: Campgrounds are not currently eligible under this program. As the program evolves, eligibility criteria may be revisited.*
- Have a marketing/promotional plan in place.
- Have a legacy plan outlining the use of any financial surplus.
 - *Note: Any awarded grant funding cannot be used for legacy funds.*
- Submit a post-event report within 30 days of event completion.
- Be sanctioned by the appropriate, recognized organization (PSO, NSO, International Federation (IF), etc. if applicable).
- Be at the Provincial, Western Canadian, National, International, or Invitational level.
- Have a representative attend one of the scheduled Tourism Nanaimo Sport Hosting Grant presentations during the intake period.
 - *Note: There will be no one-on-one presentations allowed or additional presentation dates/times added. You are required to attend one of the scheduled presentations and there are no exceptions. If you are unable to attend all four presentations, you may have someone attend in your place.*

Priority may be given to:

- Events that take place between September and May (outside the main tourism season);
- Events that are held mid-week;
- New or expanded events;
- Events taking place over two or more consecutive days.

To qualify, groups must identify:

- The goals and objectives of the project or program;
- Target audience;
- Clear success measures;
- How the project or program benefits the community;
- How the group will sustain the program or event in the long-term;
- Marketing/promotional plan;
- Funding sources and partners;
- Evaluation criteria and tools.

Ineligible Activities

The grant is not intended for the following:

- Events where participation is based on fundraising pledges;
- Events that are politically-partisan;
- Activities that are focused on commercial activity (e.g. marketing campaigns, trade shows), religion or health care;
- Projects where the central focus is not the sporting event;
- Capital projects;
- Recuperation of deficits;
- The distribution of bursaries or scholarships;
- Events that have already taken place (no retroactive requests will be accepted).

Political Involvement

Tourism Nanaimo is a strategy-focused organization dedicated to building sport tourism business for the community's benefit. The organization is not political. Any attempts to influence the program process through political channels, or by engaging politicians to lobby on behalf of major event organizers, is inappropriate.

Criteria

Grant applications will be assessed based on the following key criteria:

Event Scale & Tourism Impact

- Duration of the event (number of days);
- Estimated hotel room nights generated within the City of Nanaimo;
- Level of competition;
- Event scope/classification;
- Anticipated out-of-town visitors.

Marketing/Promotional Plan

- Marketing/promotional plan.

Community & Economic Benefits

- Opportunity for resident attendance and engagement;
- Volunteer opportunities for local residents;
- Estimated overall event attendance;
- Legacy plan.

Organization & Financial Readiness

- Experience hosting similar events;
- Clear, detailed, and transparent budget;
- Other established community and funding partnerships.

Event Execution & Coordination

- Strength and clarity of event plan;
- Confidence that the event will be delivered successfully;
- Room night tracking method.

Recognition of Tourism Nanaimo

- Proposed sponsorship benefits.

Priority Bonus

- Event between September-May;
- Event mid-week (Monday-Thursday);
- New event or significant expansion;
- Underrepresented groups.

Funding Uses

Funds can be used to enhance an existing event or create a new one, provided they directly support increased overnight visitation and economic impact for the City of Nanaimo.

Awarded funds cannot be used for prize money, giveaways, gifts, legacy funds, donations, or awards.

Funding Terms

- Events must demonstrate viability and sustainability without investment funding.
- Funding is provided at the discretion of Tourism Nanaimo and the Nanaimo Sport Tourism Committee and will vary based on event impact and application assessment.
- There are no multi-year funding agreements, and events that have been funded in the past must reapply each year.
 - *Note: It is anticipated that groups will become self-sustaining. The purpose of this grant program is not for long-term funding. The grant program is intentionally designed to be time-limited and non-guaranteed year over year. The goal is to support event development and long-term self-sufficiency, while ensuring equitable access to funding across a range of events. This means that while organizations are welcome to reapply, funding amounts may fluctuate or not make the intake at that time.*
- Events that are primarily academic, political, or religious are not eligible for sponsorship.
 - *Note: This does not exclude academic, political, or religious organizations from qualifying for the grant if they are hosting a sporting event.*
- Misrepresentation of need through inflated attendance expectation or failure to disclose other funding may result in loss of funding and exclusion from consideration for future grant programs.
- Proof of hotel room actualization such as a room pick-up report, which can be requested from your hotel partner, must be included in the post-event report. If an event is unable to demonstrate room pick-up, within reason, the second instalment of the grant will not be issued. In exceptional cases, events may be required to repay the initial grant funding if hotel room actualization is not achieved.
- Applicants will receive a partnership agreement to be signed and returned to Tourism Nanaimo before an electronic funds transfer (EFT) will be issued for the grant. Agreements not returned within 30 days may result in forfeiture of the grant award.
- Award recipients are required to provide a final report within 30 days of event/project completion. Failure to provide the final report within 60 days may impact future grant awards. Failure to provide a final report within 90 days will require repayment of amounts already awarded.
- In the case of an event cancellation, repayment of the Sport Hosting Grant will be required.

Source of Funding

The Sport Hosting Grant is funded through the Municipal & Regional District Tax (MRDT), a tax applied when staying in paid accommodation – such as hotels, motels, B&Bs. The purpose of the MRDT is to raise revenue for tourism marketing, programs, and projects.

The MRDT is jointly administered by the Ministry of Finance, Ministry of Tourism, Arts, Culture & Sport, and Destination British Columbia. The MRDT is allocated to Tourism Nanaimo by the City of Nanaimo.

The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and must be supported by both local governments and tourism industry stakeholders.

Key Steps

Please review the 4 key steps. If funded, it is integral all steps are completed in a timely manner to ensure funds can be released.

1) Applications

Applications must be completed in full and include all requested supporting documents. Incomplete applications may not be accepted. All applications are reviewed by Tourism Nanaimo and the Nanaimo Sport Tourism Committee. Application questions are available year round and organizations are encouraged to use this document to draft their responses before submitting in the official form.

2) Partnership Agreement

If successful, event organizers will receive a Partnership Agreement outlining the funding amount, additional terms, payment information, and a Termination Agreement. This agreement must be reviewed, completed, and signed before any funding is granted. **Agreements not returned within 30 days may result in forfeiture of the grant award.**

3) Hotel Room Tracking

A **room pickup report** will be required as part of the Post-Event Report according to the funding agreement. Tourism Nanaimo is available to support organizations with room blocks for events, however ensuring proper tracking with the partner hotel(s) is the responsibility of the event organizers. If an event is unable to demonstrate room pick-up, within reason, the second instalment of the grant will not be issued. In exceptional cases, events may be required to repay the initial grant funding if hotel room actualization is not achieved.

4) Post-Event Report

Within 30 days of event completion, organizers must complete the post-event report using the online form provided by Tourism Nanaimo. Once the report is submitted, reviewed, and approved, the final **50%** payment will be released according to the terms in the Partnership

Agreement. Failure to provide the final report within 60 days may impact future grant awards. Failure to provide a final report within 90 days will require repayment of amounts already awarded.