



TOURISM HAMILTON

SPORT TOURISM INCENTIVE PROGRAM GUIDELINES

OVERVIEW

The purpose of this incentive program is to encourage organizations to host sporting events in Hamilton and increase the number of overnight stays. The Tourism Hamilton Sport Tourism Incentive Program provides financial assistance to not for profit organizations for eligible sporting events.

WHO IS ELIGIBLE TO APPLY?

- **Applying organizations must be a not for profit and may, or may not, be incorporated. Proof of such status can be in the form of articles of incorporation, constitution, bylaws or similar.**

WHAT TYPES OF EVENTS ARE ELIGIBLE?

To be considered for incentive funding sporting events MUST be:

- held in the city of Hamilton, AND
- utilize paid accommodation (hotel/Residence/B&B) AND
- the majority of the participants are from outside the city of Hamilton

HOW DO I APPLY?

- Each applicant seeking a Tourism Hamilton Sport Tourism Incentive is required to submit an application form "Tourism Hamilton Sport Tourism Incentive Program Application" to the office of Tourism Hamilton either electronically or in hard copy.
- After completion of the event, the organization must provide information to confirm:
 - a) the number of paid/registered participants, officials and volunteers attending the event AND
 - b) the number of contracted guestrooms (hotel/residence/B&B) utilized by your event.

WHAT ARE THE DEADLINES?

- Applications are due by February 28th for 1st round of submissions of fiscal year, and by November 30th for 2nd round of submissions of fiscal year.

WHO REVIEWS THE APPLICATIONS?

- Tourism Hamilton staff will review all applications for completeness and compliance with these guidelines.

WHAT FUNDING IS AVAILABLE?

- Incentive funding is based on the following:
 - \$250.00** – 25-75 room nights utilized in Hamilton Hotels/Residences/B & B's
 - \$500.00** – 75-150 room nights utilized in Hamilton Hotels/Residences/B & B's
 - \$750.00** – 150-250 room nights utilized in Hamilton Hotels/Residences/B & B's
 - \$1000.00** – 250+ room nights utilized in Hamilton Hotels/Residences/B & B's

- Organizations that host more than 1 eligible event in Hamilton per calendar year may submit multiple applications. **PLEASE NOTE, THE ORGANIZATION IS only eligible for funding to a maximum of \$3,000.00 per calendar year.**
- Festivals, special events, carnivals or celebrations shall be required to seek financial support directly from the City of Hamilton Community Enrichment Fund. In no circumstances shall funding be provided by Tourism Hamilton Convention Incentives in addition to funding from the City of Hamilton Community Enrichment Fund.
- In return for receiving an incentive, event organizers are to include recognition of Tourism Hamilton (*either logo or wording*) in the event program, advertising, brochures and flyers, websites and social media or other agreed upon recognition.
- Payments will be made on the following schedule; 1st round of submissions of fiscal year – by March 30th, 2nd round of submissions of fiscal year – by November 30th.
- Tourism Hamilton has the right to review and change the application without notice.
- Payments are made payable to an organization only. Please indicate the correct address at the time of application, and where the payment should be mailed to. Please note, payment is not issued PRIOR to your event.

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