

Sports Tourism Sponsorship Program 2024

SURREY HOTEL AND MOTEL ASSOCIATION (Hereafter SHMA)

INFORMATION FORM

Summary/Policy Statement:

The Sport Surrey - Sport Tourism sponsorship Program is designed to assist organizations hosting events that encourage tourism in the City of Surrey. The Sponsorship are intended to offset marketing costs for sporting events.

Applications must be submitted in full along with all supporting documents.

Selection Committee:

A SHMA sponsorship Committee has been established, consisting of Hotel & Motel representatives from SHMA.

Applicants must meet the below Sponsorship Eligibility Criteria:

- The sport event must be sanctioned by the appropriate, recognized organization (PSO, NSO, IF, etc.) if applicable.
- The sport event must be at the municipal, provincial, western/regional, national, international, or invitational level.
- The event must be held in the City of Surrey and be sponsored by local organizations, as well as have a direct impact on the local economy (e.g. Surrey room night counts).
- Sponsorship applications for the same event multiple years in a row must demonstrate significant growth of the event. Priority will be given to sponsorship for new events in their initial years to help them become established.
- More favorable considerations will be given to sport events that are outside the busy tourism seasons typically (June - September).
- Consideration will be taken into how residents will be impacted by the event.
- Higher priority will be given to events taking place over 2 or more consecutive days.
- The sport hosting organization must have the experience and capacity to successfully host the event.
- The organization must not view the sponsorship as an automatic ongoing source of funding.
- Previous Sponsorship recipients must have submitted final reports from past events to be eligible for future sponsorship.
- Sponsorship applications will only be considered if the organization has cleared all outstanding balances from previous events.

Processing Procedures:

1. Applicants must submit their application via email at info@surreyhotelsassociation.com in PDF format at least 2 months prior to their event date to be considered in the next biannual intake. Sponsorship applications will be reviewed annually in March and September.
2. The Sport Tourism Sponsorship Committee will review the list of all Sponsorship applications and forward it to the SHMA Board with the recommended Sponsorship amounts.
3. A member of the Sport Tourism Group Committee shall notify all applicants of the committee's decision by email.
4. Where a Sponsorship is awarded, 100% of the Sponsorship will be distributed to the applicant once SHMA Board has approved the Sponsorship and once the event and final report have been completed. The report must demonstrate that the sporting event for which the Sponsorship was awarded has been fully and properly completed.

Other Support Available:

SHMA can assist you in other ways as well. As a member of British Columbia Hotel Association, the organization is able to provide the following tools to event organizers:

- STEAM (Sport Tourism Economic Assessment Model) Reports.
- Sport Event Bid Templates.
- Sport Tourism Planning Templates.
- Sales Lead Request for all City of Surrey Accommodation Venues.
- Mobile Community Sport Trailer (subject to availability).
- Surrey Information packages for your participants.
- Event posting on the SHMA website.
- Support through City of SHMA social media outreach; we encourage posting photos of the event using #SHMA.

Questions / Contact Info:

Additional information may be obtained by contacting:

SHMA (P.O Box)

Surrey Hotel and Motel Association

34084 RPO Cloversquare
Surrey, BC V3S 8C4

Email: info@surreyhotelsassociation.com
surreyhotelsassociation.com

Please read the Sponsorship Guidelines before completing and submitting the application form.

ORGANIZATIONAL INFORMATION

Organization Name: _____

Submission Date: _____

Mailing Address: _____

Postal Code: _____

First Name: _____

Last Name: _____

Email Address: _____

Phone Number: _____

EVENT INFORMATION

Name of Event: _____

Event Location (Facility Name): _____

Event Address: _____

Number of Participants: _____

Participant Age Range: _____

Is this a single day or multi-day event?

Single day

Multi-day

Describe how this event will provide economic impacts and tourism benefits (150-word minimum):

Note: Economic benefits are generated by visitor and organization spending as well as the increased demands on local businesses.

EVENT INFORMATION

Event Description:

Name of Organizations Sanctioning Event:

What was the amount of the Sponsorship requested?

- Local - \$5000
- Provincial - \$10000
- Western Canada - \$15000
- National - \$20000
- International - \$25000

Describe how this event will contribute to the following:

Advancing Surrey

What is the level of the event?

- Municipal
- Provincial
- Western Canada
- National
- International

Has this event been held in Surrey before?

- Yes
- No

Will the event be broadcasted?

- Yes
- No

Does this event showcase existing City of Surrey facilities?

- Yes
- No

Resident Impact

What community organizations support this event?

HOTEL INFORMATION

Total Estimated Hotel Nights for the Event: _____

Note: The number of nights is equal to number of nights spent by event participants at all Surrey venues. i.e. 3 participants staying 2 nights count as 6 hotel nights

Please list all hotels and the number of rooms that participants booked into for this event, if applicable:

Name of Hotel(s):

ROI INFORMATION

ROI	2023	2024	2025
Season			
High			
Shoulder			
Low			
Expected Room Nights			
Peak Room Nights			
Shoulder Room Nights			
Total Room Nights			
Anticipated ADR			
Expected Hotel Spend			
Expected Restaurant spend			
Total Spend			
Requested Funding			
ROI			

FACILITY INFORMATION

Has a facility been booked for the event? Yes No

Which one: _____

Number of expected spectators: _____

Number of volunteer opportunities: _____

Other community benefits (150-word minimum):

Organization Admin and Management

List the past events your organization has hosted/managed:

What funding options are being investigated?

Will the lack of sponsorship funding result in the cancellation of this event?

Yes No

Delivery of Event

Will there be coordination with other organizations?

Yes No

How do you plan to promote this event? Select all that apply.

Event Marketing Materials

ADDITIONAL INFORMATION

Please share any additional details that you might want us to know? (reword maybe)

Certifications and Signatures

We certify that to the best of our knowledge, the information provided in this Sponsorship application is accurate and complete and is endorsed by the organization we represent. If our organization receives funding from the SHMA Sponsorship Program, we agree to the following:

1. In the event that the Sponsorship funds are not used for the event as described in the application, or if there are any misrepresentations in the application, the full amount of the funding will be repaid.
2. If there are any significant changes in the funding, scope or timing of the event described in the application, the Organization will immediately notify the SHMA Sponsorship.
3. The Organization will keep proper accounting of all receipts and expenditures relating to the event and will make these statements available for inspection by the SHMA auditors or its auditors upon request.
4. If the project or program proposed in this application is not commenced or not completed funding will be withheld.
5. The event SHMA will recognize as a Sponsor on all of the event promotional materials.
6. Within 30 days of the completion of the event, the Organization agrees to submit a SHMA final sponsorship submission Form

NOTE: Two authorized members of the organization must sign the application. If both signers are not present, click "Save and Continue Later" and send the provided link to the other signing authority.

Name:

Title:

Sign here:



Date signed: