



**Shreveport-Bossier Sports Commission
Special Events Funding Program**

January 1 – December 31, 2020

Shreveport-Bossier Sports Commission Special Events Funding Program

I. INTRODUCTION AND GUIDELINES

The Shreveport-Bossier Sports Commission (SBSC) is a division of the Shreveport-Bossier Convention and Tourist Bureau in partnership with the City of Shreveport, City of Bossier City, Caddo Parish Commission and Bossier Parish Police Jury. As such, it is our mission to market the area as a sports destination, thus enhancing the quality of life in Shreveport & Bossier through sports tourism.

Events considered for funding include but are not limited to: youth, high school, amateur, collegiate and professional athletic events. All applications for consideration must be for sports events that take place within Caddo/Bossier Parishes.

When awarding funding, the SBSC places emphasis on confirmed room nights, media/TV coverage, and the event's overall success as it relates to the Caddo and Bossier communities. However, this application is a reference tool for the Shreveport-Bossier Sports Commission Advisory Board to use in making its determination. None of the information contained in this application binds the Advisory Board to approve or disapprove an application.

Each application will be evaluated against established criteria and historic precedent. The number of and extent of funds and/or services will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the SBSC will eventually be returned through an increase in transient lodging sales and the hotel lodging tax generated from those sales. The intent of the Sports Commission Funding Program is to provide assistance for events that attract overnight visitors to Shreveport-Bossier impacting the commercial lodging industry, i.e. hotels/motels/inns/cabins, campgrounds and RV spots as well as restaurants, retail establishments and other businesses.

II. STATEMENT AND POLICIES - (IMPORTANT-PLEASE READ THOROUGHLY)

1. The sporting event must be of a true competitive nature.
2. Funding is not intended to support administrative costs.
3. The Shreveport-Bossier Sports Commission logo must appear prominently in all advertising and publicity (written or electronic) for the event. Recognition of SBSC must be included where appropriate including but not limited to TV and radio ads, billboards and all printed material, event website, official program and referred to in all public relationship activities for the event. A camera-ready logo will be provided. All printed materials with the SBSC logo must be presented with the Post Event Report.

4. The event must select hotels, motels, cabins, campgrounds and RV parks located within Caddo or Bossier parishes for attendees to stay in and promote those to its participants. The Sports Commission can assist in obtaining potential lodging facilities for your event.
5. The Event must carry insurance with a minimum of \$1,000,000 in coverage and be willing to name the Shreveport – Bossier Sports Commission as an additional insured with a waiver of subrogation (if requested to do so). Proof of Event’s insurance showing \$1,000,000 in coverage must be provided to the SBSC in advance of Event.
6. Event must provide an invoice and a completed W-9 form.
7. In order to receive the funds: In advance of Event, rightsholder/organizer must sign a Cooperative Endeavor Agreement setting forth the entire agreement between the parties which will be supplied by the SBSC.
8. Any funds granted will be subject to audit by the State of Louisiana Auditor’s Office.
9. Add the event to the “Shreveport–Bossier Fun Guide” if a spectator event, at [“sbfunguide.com.”](http://sbfunguide.com)
10. Submit the actual final budget from the prior year, if applicable, and the proposed current year’s budget along with a marketing and promotion plan with this application.
11. Funding recipients should complete and submit within 10 business days of event date, a written Post Event Report which will be provided to you by the SBSC in advance.

SBSC reserves the right to verify any and all information. If information cannot be confirmed or is found to be falsified, the funding agreement will be considered null and void and any unpaid funds awards will be forfeited by the Fundee and Fundee will be required to pay back any funds already expended by SBSC.

III. APPLICATION SUBMISSION

ALL APPLICATIONS MUST BE SUBMITTED ONLINE AT <https://shreveportbossiersports.com/funding-request/> NO LATER THAN 90 DAYS BEFORE THE EVENT DATE .

IV. FUNDING ELIGIBILITY

Suggested items that potential funds could be used for:

1. Pre-Event Marketing outside of Caddo and Bossier parishes
2. Facility Rental
3. Security (Police, Sheriff Deputies, Marshalls, private security companies)
4. Rights Fee to Sanctioning Bodies
5. Maintenance, Janitorial and Other Clean-Up for the Event
6. Officials’ fees
7. Timing and Scoring Equipment, Supplies and Fees
8. Rental Items: Tents, Toilets, Barricades, etc.
9. Sports Specific Equipment (Purchase or Rental)
10. Medical and Athletic Training Fees and Supplies
11. Transportation Costs Fees for Contract Labor
12. Production and Technical Expenses

13. Prize money, awards, plaques, trophies, certificates
14. Any and all travel expenses specific to the event (includes, but is not limited to: car rental fees, airline tickets, hotels, food, luggage fees, etc.)
15. Receptions or social functions specifically designed for pre-event media, sponsor and event promotional purposes. No post event functions.

Items potential funds could not be used for:

1. Post Event functions, private entertainment, alcohol, concession stand supplies.
2. Annual operating expenditures not directly related to the event.
3. Legal, engineering, accounting, auditing, planning, feasibility studies or other consulting services.
4. Employee salaries or benefits
5. Real property or capital improvements to facilities.
6. Tangible personal property including but not limited to office furnishings or equipment.
7. Interest or reduction of deficits and loans.
8. Expenses incurred or obligated prior to or after the fund awarded event period.
9. Advertising and promotional materials distributed at the event site or after the event.
10. Sales tax.
11. Website design not specific to the event.
12. Ongoing or annual facility maintenance.
- 13.** Other expenditures not consistent with Louisiana Statutes or SBSC objectives.

V. GAUGE FOR FUNDING LEVELS

The following table reflects the level of funding **possible** based on the event’s estimated number of room nights. **The estimated number of room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the SBSC Advisory Board’s review and available funding levels. As an example, if the SBSC Advisory Board believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category.** The SBSC reserves the right to reduce the funding amount should the event fail to meet the minimum room nights shown in the application.

Estimated Room Nights	Room Night Funding Range
500 and over	\$5,000-\$10,000
200 to 499	\$3,000-\$5,000
100 to 199	\$1,500-\$3,000
50 to 99	\$750-\$1,500

VI. RATING CRITERIA AND PROCESS

Each funding application will be reviewed and considered by the Shreveport-Bossier Sports Commission Advisory Board. The board may elect to use the following criteria:

- The potential of an event to bring overnight visitors to Caddo/Bossier parishes.
- Is the event scheduled during non-peak season (Jan, Feb, April, Sep., Nov, Dec,)
- The estimated number of out-of-town visitors and their length of stay.
- One time event or annual event.
- Has local support through sponsorships, community partners and/or an organizing committee.
- The history of the event, including previous funding support, and its potential growth.
- The amount of potential media exposure to Caddo/Bossier parishes.
- The submitted detailed plan for marketing and promotion.
- The submitted detailed proposed and post-event budgets with realistic expectations. Applicants should show a need for funding.
- The intended use of funds must fall within scope of the sports event program as stated in policies.

The Sports Commission Advisory Board meets and reviews submitted funding applications on the fourth Wednesday of each month at 8:00 am (schedule subject to change) at 629 Spring Street in Shreveport. Any organization submitting a funding application and requests to address the Advisory Board, should contact Sheila Norman in advance at snorman@sbsports.org. All Advisory Board meeting dates, times and location are subject to change.

All Organizations approved for funding will be required to enter into a Cooperative Endeavor Agreement with the Shreveport – Bossier Sports Commission prior to release of funding. Organizations receiving funds will be required to designate a funding manager who will be responsible for maintaining the official files and be responsible for following all required steps. The funding manager is responsible for following any applicable federal, state and parish laws.

VII. CONCLUSION

Applicants are asked to contact the Operations Director, Sheila Norman, at snorman@sbsports.org and not the SBSC or the Shreveport-Bossier Sports Commission Advisory Board. SBSC will contact you if there are any questions concerning the application.

This program may be altered, changed or cancelled at any time without prior notice to potential Applicants. This may include but is not limited to a reduction in funding and/or services and any other action the SBSC may deem necessary. By submitting this application Applicant acknowledges his or her acceptance of these possibilities.

DEADLINE FOR SUBMISSION IS NO LATER THAN 90 DAYS PRIOR TO EVENT DATE

SHREVEPORT-BOSSIER SPORTS COMMISSION