



TOURISM, ARTS AND HERITAGE CABINET

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Kentucky Sports Sponsorship Program Guidelines

Overview

The Kentucky Department of Tourism's (KDT) Sports Sponsorship Program seeks to assist communities in the attraction and execution of new sports events that will generate economic impact for the communities and the Commonwealth.

Eligible Applicants

Eligible applicants are established Convention and Visitor Bureaus, Tourism Commissions or 501(c) non-profit sports related organizations.

Qualified Events

The sports sponsorship program assists in completion of new sporting events. Sporting events are defined as athletic competitions that governed by a set of rules provided by a nationally recognized sanctioning body, or a local organization engaged in the development of an athletic competition. Event results include the placing of competitors into a fixed order of finish, depending upon performance within the rules of that competition. To satisfy the requirement of new events, the sporting competition must be within the first three years of operation.

Program Details

- Applications must be received at least 60 days prior to event date.*
- There are two types of applications: Operating Expenses and Bid Fees.
- Applicants may receive funding for a maximum of two events per fiscal year.
- Awards may range from \$1,000 up to \$25,000.*
- All sponsorships are awarded on a reimbursement basis. Only expenses occurring after execution of sponsorship agreement will be eligible for reimbursement.
- Successful applicants will enter into a contract with the Kentucky Department of Tourism. All contracts will be reviewed and approved by the Finance and Administration Cabinet.

*Exceptions in regards to timelines and award amounts may be made for Bid Fee Applications on a case-by-case basis as determined by the Sports Sponsorship Committee

Eligible Expenses

- Bid Fees / Rights Fees / Sanction Fees
- Equipment Rental
- Road Barrier Rental
- Other Rentals related to event operations
- Event Signage
- Insurance
- Production and Technical expenses
- Referee / Umpire / Official Fees
- Set-up costs
- Site Fees / Costs
- Other general Operating expenses

Project Narrative Guidelines

- 1. Event Plan:** Describe the schedule for the event, including the actual competition and any pre or post competitive actions associated with the event.
- 2. Event Budget:** Please show all event expenses and projected revenues. Also, include which parties will be responsible for each expense.
- 3. Summary of Need:** Describe why the items identified in Section 5 are necessary to successfully execute the event.
- 4. Benefit to the Commonwealth:** Define how this event will bring benefit to the local community and the commonwealth. Number of participants, promotion, recognition and other associated issues may be shared to help the committee decide which events to fund.
- 5. Promotion Plan:** Detail how you plan to promote the event including any advertising. List all websites, social media pages, etc.
- 6. Community Support:** Include any letters of support for the event and or application.
- 7. Funding Sources:** Include other funding sources for completion of the event.

Be sure to review the FAQ document for common inquiries and additional details. Applications are also available for download on www.teamky.com.

For further information contact:

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