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**Commonwealth of Kentucky**

**Kentucky Tourism, Arts and Heritage Cabinet**

***KENTUCKY SPORTS AUTHORITY  
SPORTS EVENTS SPONSORSHIP PROGRAM  
JULY 1, 2010 – JUNE 30, 2011***

**Program Guidelines and Application**



[www.teamky.com](http://www.teamky.com)

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The Kentucky Sports Authority (KSA) invites qualifying **non-profit**, tourism or sports related organizations to submit applications for the 2010 – 2011 Sports Events Sponsorship Program.

**Applicants are advised to read these guidelines carefully.**

Applications must be received for review by KSA a minimum of **ninety (90) days prior to the event** date and before the deadlines listed below. Sponsorships will be approved four times a year. Applicants should note that the Sponsorship Review Committee will meet quarterly. All applications must be received by the following deadlines in order to be considered. Event organizers should plan their application submissions accordingly.

2010 – 2011 Quarterly Deadlines

- July 15, 2010
- October 15, 2010
- January 14, 2011
- April 15, 2011

The Kentucky Sports Authority's (KSA) Sports Events Sponsorship Program is designed to assist communities in the attraction and/or development of *new or recently enhanced* sports events that will generate solid economic impact for the community, the region and the Commonwealth.

Sponsorships will be awarded in amounts ranging from \$1,000 to \$20,000. Applicants may receive funding for up to **two** sports events per funding year.

The applicant must demonstrate that the sponsorship is crucial to the proposed event's success.

Sponsorship funding will only be considered for "new" events (either completely new events or events with an expanded focus) that need assistance to ensure a successful initial execution, but demonstrate the capability to eventually become self-sustaining. Funding will be allowed for up to the first three years of operations for a new, or newly expanded, sports event. Applications for events not meeting these criteria will not be considered for funding.

#### DEFINITION OF QUALIFYING SPORTS EVENTS

Organizations operating qualified sports events are eligible to apply for funding. Sports events are defined as athletic competitions/activities that are 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 their athletic performance within the rules of that competition. Sports events most likely to be considered for program support are those which provide evidence of significant potential economic impact on the local community.

#### APPLICANT ELIGIBILITY

Only applications from non-profit, tourism or sports related organizations will be considered for funding. Both amateur and professional competitions are eligible for submission. **All applications must be received by the KSA a minimum of ninety (90) days prior to the event date.** Please note application deadlines above.

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## ALLOWABLE EXPENSES

- Bid Fees
- Rights Fees
- Sanction Fees
- Set-up costs
- Event signage\*
- Equipment rental
- Road barrier rental
- Other rentals related to event operations
- Production and technical expenses
- Site fees/costs
- Insurance

\*Any event receiving funding through the KSA Sponsorship Program must prominently display acknowledgement of the sponsorship including the KSA Logo and tag line stating, "Sponsored in part by the Kentucky Sports Authority" at the event. Photos of such signage will be required before reimbursement will be distributed.

## EXCLUDED EXPENSES

- Salaries
- Administrative expenses
- Hospitality or social functions
- Capital expenses such as permanent building construction or similar
- Permanent equipment purchases
- Travel expenses
- Marketing or advertising expenses

## HOW TO COMPLETE THE APPLICATION

All requests for sponsorship by the Kentucky Sports Authority must be made on the application form provided by the Kentucky Sports Authority. **Altered forms will be returned and will not be considered for funding.**

**All applications should be printed and submitted to the KSA office with original signatures. Please do not bind or adhere the pages together in any way.**

The application consists of eight (8) parts:

- Part 1 – General Information
- Part 2 – Event Information
- Part 3 – Economic Impact of Event
- Part 4 – Signature
- Part 5 – Sponsorship Request Detail
- Part 6 – Project Narrative
- Part 7 – Letters of Support
- Part 8 – Proof of Non-Profit Status

### Part 1 – General Information

Do not leave any area blank.

**Applicants should keep in mind that the organization applying for sponsorship funds is required to incur the applicable expenses.** The applicant organization will enter into an Agreement with the Tourism, Arts and Heritage Cabinet and the Kentucky Sports Authority and reimbursement will be issued to the applicant organization.

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## Part 2 – Event Information

Do not leave any area blank.

Funding will only be considered for new (first three years of event) or recently expanded events. Applicants should attach documentation supporting the number of years an event has been in the area or an explanation of how the event will be expanded.

The Event Summary should be a short and specific description of the event. This should include the event format, qualifying, criteria and ages involved.

## Part 3 – Economic Impact of Event

Do not leave any area blank.

It is imperative that the applicant provide a good faith estimate of anticipated attendance. The applicant should provide participant, spectator and media estimates. The Research and Administrative staff will develop an estimated economic impact for the event. Grossly inflated estimates could result in the reduction of, or elimination of consideration for, future allocations.

## Part 4 – Signature

The completed application must be printed and signed by the authorized organization contact listed in Part 1.

## Part 5 – Sponsorship Request Detail

Applicants should make sponsorship requests only for items that are reasonable and necessary to ensure the success of the event.

No reimbursement of sponsorship funds may be made until an agreement between the applicant and the Kentucky Tourism, Arts and Heritage Cabinet is fully executed by the Kentucky Finance & Administration Cabinet. All applicants should be aware that this must be in place prior to the event and that this process can take up to three weeks following the receipt of the agreement by the Kentucky Sports Authority.

Sponsorship funds may only be used for allowable event expenses. Please refer to the Program Guidelines for a full list of allowable and excluded expenses.

On the attached Sponsorship Request Detail chart, indicate the requested sponsorship amount for each subcategory listed.

## Part 6 – Project Narrative

On separate sheets of paper, thoroughly address the seven (7) headings in the order listed. **Number the pages consecutively and cite the page numbers on Part 6 – Sponsorship Request Detail, where appropriate.**

- 1. Overall Event Plan** – Describe the event in detail. This section should include schedules, competition details, special events, a history of the event, rights holder information and any other information pertinent to the operation of the event.
- 2. Complete Event Budget** – This should include **all** expected revenues and expenses for the event.
- 3. Summary of Need** – Provide a detailed explanation of how sponsorship support will impact the success of the event.

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4. **Benefit to the Commonwealth** – Indicate how this event will provide positive impact to the Commonwealth.
  5. **Publicity and Promotion** – How do you intend to promote the event? Applicants are encouraged and expected to publicize events in available and appropriate media outlets.
  6. **Community Support** – Provide a detailed description of all community support for this event. This may include financial support, in-kind donations, sponsorships, and/or volunteers for the event.
  7. **Other Sources of Income** – Provide a detailed description of how expenses for the event will be paid. This may include private or public sponsorships, vendor income, entry fees and any other revenues. Please make sure all sources of income are listed in the complete event budget detailed above.

#### Part 7 – Letters of Support

Attach any applicable letters of support. These letters should demonstrate community support and viability of the event. A letter of support from the local Tourism Commission or Convention and Visitors Bureau and the local Sports Commission (if one is present in the community) is required. Applications from Tourism Commissions, Convention and Visitors Bureaus and Sports Commissions are exempt from this requirement.

#### Part 8 – Proof of Non-Profit Status

Attach documentation that confirms the organization's non-profit status. This should consist of a copy of the customer's determination letter, officially recognizing the corporation's tax-exempt status under 501(c)3 or 501(c)6 of the IRS tax code.

### WHAT TO EXPECT AFTER THE APPLICATION HAS BEEN SUBMITTED

#### Application Review Process

The Kentucky Sports Authority will review all applications for eligibility and completeness.

Applications must be received for review by KSA a minimum of **ninety (90) days prior to the event** date and before the deadlines listed below.

The Sponsorship Review Committee will meet quarterly and sponsorships will be approved four times a year.

#### 2010 – 2011 Quarterly Deadlines

- July 15, 2010
- October 15, 2010
- January 14, 2011
- April 15, 2011

This Committee will be comprised of the following, or their designee:

- Secretary; Tourism, Arts and Heritage (TAH) Cabinet
- Chief Financial Officer; TAH Cabinet
- Legal Counsel Representative; TAH Cabinet
- Kentucky Sports Authority Member (One Representative)
- Tourism Economic Development Act, TAH Cabinet Representative
- Senior Staff Representative, Office of the Secretary (TAH Cabinet)

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KSA will provide the Committee with additional information, as requested, regarding applicant events. However, the Committee will make final decisions about which events will be funded, and the amount of funding, if any, to be allocated to each applicant.

The Secretary of the TAH Cabinet will cast the deciding vote in case such a vote is needed.

Primary determinants for funding support include:

- Economic impact;
- Viability of the event; and
- Community support for the event.

#### Sponsorship Award and Agreement Between the TAH Cabinet and the Approved Applicant

The Kentucky Sports Authority will notify all applicants by mail no later than seven (7) days after the meeting of the Sponsorship Review Committee on the action taken on their applications.

The Tourism, Arts and Heritage Cabinet will prepare and execute agreements with the sponsorship recipients. The agreements will include all requirements regarding acceptance and use of sponsorship funds, obligations of the involved parties, and requirements for reimbursement. The approved application will become part of the agreement between the TAH Cabinet and the recipient.

To ensure reimbursement, all agreements must be fully executed by the Kentucky Finance & Administration Cabinet prior to the event.

#### Reimbursement Process

In order to receive reimbursement for approved expenses, the applicant must:

- 1) Complete and return a Sponsorship Agreement (provided by the Tourism, Arts and Heritage Cabinet) and Affidavit
- 2) Submit a Post Event Reimbursement Report (available on the KSA web-site [www.teamky.com](http://www.teamky.com) ).
- 3) Provide all invoices, receipts, and copies of cancelled checks for payment of all approved expenses, up to the amount of approved allocation.
- 4) Provide photos of any KSA sponsorship signage and/or acknowledgement at event (see below for details).

#### Sponsorship Signage/Acknowledgement

Any event receiving funding through the KSA Sponsorship Program must prominently display acknowledgement of the sponsorship including the KSA Logo and tag line stating, "Sponsored in part by the Kentucky Sports Authority" at the event. Photos of such signage will be required before reimbursement will be distributed.

***KSA USE ONLY***

Date Received: \_\_\_\_\_ Amount Requested: \_\_\_\_\_ Amount Allocated: \_\_\_\_\_

**Kentucky Sports Authority**

SPORTS EVENT SPONSORSHIP PROGRAM  
July 1, 2010 – June 30, 2011  
Program Application

**Type of Application**

Bid Fee  Operating Expenses

**Part 1 – General Information**

1. Organization Name: \_\_\_\_\_
2. Federal Tax ID: \_\_\_\_\_
3. Organization Contact: \_\_\_\_\_ Title: \_\_\_\_\_
4. E-mail: \_\_\_\_\_
5. Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
7. Mailing Address: \_\_\_\_\_
8. Non-Profit Designation (Please choose one of the following):  
501(c)3  501(c)6  Other (Please Specify): \_\_\_\_\_  
*\* Please attach proof of Non-Profit Status*
9. Sponsorship Amount Requested (*Must equal total on Sponsorship Request Detail*): \$ \_\_\_\_\_

**Part 2 – Event Information**

1. Event Title: \_\_\_\_\_
2. Event Web-Site Address: \_\_\_\_\_
3. Event Date(s): \_\_\_\_\_
4. Sport Involved: \_\_\_\_\_
5. How long has this event been at this location?  
First Year  Second Year  Third Year  Newly Expanded Event   
*\*Application must be completed and returned ninety days prior to the date of the event*
6. Have you previously received KSA Sponsorship funding for this event?  
Yes  No   
If yes, when? \_\_\_\_\_ How much? \_\_\_\_\_

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7. Was the bid fee for this event funded through the KSA Sponsorship Program?

Yes  No

8. Proposed facility(ies): \_\_\_\_\_

9. Has the facility been secured?

Yes  No

10. Event Owner/Sanctioning Body: \_\_\_\_\_

11. Will this event be secured through a bid?

Yes  No

12. Event Summary:

*Provide a short and specific description of the event (format, qualifying criteria, ages, etc).  
Do not attach additional pages for your summary.*

**Part 3 – Economic Impact of Event**

1. Expected number of participants (competitors, coaches, trainers, officials, etc.) who will use overnight accommodations: \_\_\_\_\_

2. Average number of nights for participants: \_\_\_\_\_

3. Expected number of spectators (fans, family, friends, etc.) who will use overnight accommodations:  
\_\_\_\_\_

4. Average number of nights for spectators: \_\_\_\_\_

5. Expected number of media who will use over night accommodations: \_\_\_\_\_

6. Average number of nights for media: \_\_\_\_\_

7. Expected number of participants, spectators and media who will not use overnight accommodations (day trip): \_\_\_\_\_

**Part 4 - Signature**

1. Event Applicant Signature/Disclaimer

We, the undersigned, hereby certify that we have read and understand the Kentucky Sports Authority's Events Sponsorship Program Policies and Procedures and that all information included with our application is true and correct.

\_\_\_\_\_  
**Authorized Signature, Applicant**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**

Part 5 – Sponsorship Request Detail

*Please note: A full event budget, including all revenues and expenses, must be included as an attachment to this application.*

Item Description	Amount Requested	Narrative Page #
Bid Fee/Rights Fee/Sanction Fee*		
<b>Total Bid Fee Request</b>		
<i>Operating Expenses</i>		
Set-Up Costs		
Event Signage		
Equipment Rental		
Road Barrier Rental		
Other Rentals		
Production or Technical Expenses		
Site Fees		
Insurance		
Other Operational (Please specify)		
<b>Total Request</b>		

Detailed information for each item must be included in the project narrative. Refer to the Application Guidelines for an explanation of each item.

\*Bid Fee Expenses should be requested on a separate application from any Operating Expenses.

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## **Part 6 – Project Narrative**

On separate sheets of paper, thoroughly address each of the seven (7) headings in the order listed. **Number the pages consecutively and cite the page numbers on Part 5 – Budget Sheet, where appropriate.**

Refer to the Application Guidelines for further details on each heading.

1. Overall Event Plan
2. Full Event Budget
3. Summary of Need
4. Benefit to Commonwealth
5. Publicity and Promotion
6. Community Support
7. Other Sources of Income