



## City of Sweet Home Event Support Grant Program

Grants will be awarded for the purpose of **generating increased visitation and economic impact** for the City through the support of major events including but not limited to, conferences, reunions, meetings, sporting events & tournaments, and complimentary festivals and events.

The intention of this program is to help launch events with the idea that events will become self sufficient as time goes on. Therefore, the following not to exceed amounts are below:

**1<sup>st</sup> year up to \$10,000**

**2<sup>nd</sup> year up to \$7,500**

**3<sup>rd</sup> year up to \$5,000**

**Total not to exceed \$20,000 for any one event**

The goals of the Sweet Home Event Support Grant Program include:

- **To attract and retain events that generate significant visitor spending in Sweet Home**
- **Increase attendance by gaining a new demographic of visitors with additional event offerings, including participants and spectators.**
- **Maximize the economic return on public and private investments for travel and tourism destinations in Sweet Home through capturing of meetings, conferences, and special events.**

Eligible organizations include, but are not limited to event organizers, host organizations, local organizing committees, chapter branches, sports associations, both non-profit and for-profit.

**For consideration, grant applications must provide the following:**

1. Name of event: \_\_\_\_\_
2. Date of event: \_\_\_\_\_
3. Description of event: \_\_\_\_\_  
\_\_\_\_\_
4. How many visitors do you believe this will bring to Sweet Home? \_\_\_\_\_
5. How will this event improve the reputation of Sweet Home? \_\_\_\_\_  
\_\_\_\_\_
6. How much money are you requesting? \_\_\_\_\_
7. What is the overall budget of the event? \_\_\_\_\_

Applications that have addressed all requirements above will be considered. Applications that reflect collaboration with multiple partners on the project are highly desired.

Initiatives completed using Event Grant Funds must acknowledge such financial support by including the City of Sweet Home logo on marketing materials, website landing pages, signage at events, event programs, and include the City of Sweet Home's landing page/ad on all registration websites and welcome packets.