



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 and tournaments, and complementary festivals and events.

The intention of this program is to help launch events with the idea that events will become self-sufficient over time. Therefore, grant program participants will be subject to the following not-to-exceed amounts:

1st Year: Up to \$10,000

2nd Year: Up to \$7,500

3rd Year: Up to \$5,000

Total not to exceed \$20,000 across three years for any one event

The goals of the Sweet Home Event Support Grant Program are 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 by attracting meetings, conferences, and special events.**

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

To be considered, grant applications must provide the following (attach additional pages if needed):

1. Name of event: _____
2. Date of event: _____
3. Description of event: _____

4. How many visitors do you believe the event 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 a link to the City's website on all registration websites and welcome packets.

Signature: _____ Date: _____

Printed Name: _____ Phone and/or Email: _____