**Sports Grant Program Guidelines**

FY2026 Pilot

# Purpose

The sports grant is intended to help Missouri Destination Marketing Organizations (DMO) attract sporting events to their market. The Sports Grant will reimburse up to 50% of eligible costs.

# Eligible Applicants

* This program is available to DMOs statewide, provided they have participated in and successfully completed a project in the Missouri Division of Tourism’s (MDT) Cooperative Marketing Program in at least one of the last three fiscal years.
* Each DMO is limited to one application per fiscal year. A DMO may apply for two grants in the same calendar year, so long as they fall under two different fiscal years. Missouri’s Fiscal Year runs July 1-June 30.
* Minimum award amount is $5,000.
* Maximum award amount is $25,000.

**Event Criteria:**

* Event/Tournament must have a minimum of 500 projected participants.
* A minimum of 50% of the teams/participants in the event/tournament must come from 50 miles or more outside the host community. Example: For a tournament hosted in Kansas City, participants from Grandview would not be counted as being from outside the host community. For a tournament in St. Charles, St. Louis would not be considered as being outside the host community.
  + For purposes of this grant, the host community will be defined by the physical address of the primary facility at which the event/tournament is based.

**Eligible and Ineligible Costs**

Eligible Costs: All costs (except Ineligible Costs), that are:

* Necessary for conducting the sporting event identified in the submitted application.
* Related to the preparations necessary for conducting the sporting event identified in the submitted application.
* Incurred as marketing costs related to the promotion of the event, minus any agency fees or commissions.

Ineligible Expense: Any expense related to:

* Construction.
* Rehabilitation.
* A payment to a related party.
* Any accrued cost; or
* A direct payment to a for-profit site selection organization.
* Fees paid to any taxing entity (including but not limited to municipal, county, and state entities) and any fees related to the licensing of products or services.
* Fees or commissions paid to an advertising agency.

# Application & Reimbursement

* Grant applications and reimbursements must be submitted online through Submittable, the MDT’s grant-management system.
* Applicant awards will be determined at the sole discretion of MDT based on the applicant’s eligibility, eligible costs, and overall availability of program funds.
* Applicant receives approval from MDT once the review process is complete.
* Applicants must submit to MDT copies of original receipts of eligible expenses and payment documentation in order to receive 100 percent of the eligible reimbursement.
* Reimbursements will be requested via MDT’s grant management system and must be submitted within 60 days of the conclusion of the event.