

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 the events 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/athletes. This is only athletes, and the number of spectators is not considered.
- 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 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 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.