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## RBC SPORTS DAY IN CANADA TRY-IT DAY EVENT FUNDING APPLICATION GUIDELINES

*Deadline: Applications accepted until 11:59 p.m. PST on September 24, 2015*

RBC Sports Day in Canada is a national celebration of sport to build communities and get Canadians moving. The sixth annual RBC Sports Day in Canada is presented by ParticipACTION, CBC, ICI Radio Canada Tele, True Sport and RBC as a title sponsor. ParticipACTION is proud to partner with ViaSport BC for their contribution to the management and administration of grants.

Supported by the Ministry of Health, Try-it Day grants provide funding for organizations, clubs and communities in British Columbia to plan a sports "try-it" day in the week leading up to and on RBC Sports Day in Canada. Offer your community an opportunity to experience and try a new sport for free between November 14 and 21, 2015, and your organization could be eligible to receive up to \$300 to help fund the event.

All applicants will be informed of the funding decision by October 20, 2015 and all of the funds will be distributed in one payment by **November 4, 2015**.

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### ***General Eligibility:***

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Applications may be submitted, individually or in partnership, by:

- Community, not-for-profit organizations and associations that directly deliver organized sport programs in their community
- Municipalities
- First Nations and community associations
- Multi-Sport Service Organizations
- Provincial Sport Organizations



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### Try-it Day Event Guidelines:

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- The event **must take place in British Columbia.**
- Funding is available for events that are at least two hours in duration that provide the public with an opportunity to experience a sporting activity or learn a new sport skill.
- Funding is available up to a maximum of \$300 per event.
- Only one event application per organization will be accepted.
- All events **must take place between November 14 - 21, 2015.**
- Events must focus on attracting new participants who are not already actively involved in the specific sport(s) being offered at the event.
- All recipients must complete a post-event online survey by Friday, December 4, 2015.
- RBC Sports Day in Canada must be given appropriate recognition in accordance with the logo and brand guidelines that will be provided to all successful applicants.
- Recipients must register their Try-it Day event on the national RBC Sports Day in Canada website at <http://www.cbcsports.ca/sportsday>.

### **Your organization will:**

- Demonstrate inclusive and equitable practices that maximize sport, recreation, physical activity and leadership opportunities in the community

### Application and Criteria Assessment

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Applications will be assessed according to the following criteria:

- Application is submitted by an eligible applicant using the online form provided.
- Event must be a minimum of two hours in duration.
- Events are encouraged to involve new participants who are not currently involved or enrolled in the specific Try-it Day sport(s) offered.



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- Event must align with the purpose of the grant and acceptable use of funds.
- Event must be registered as an official RBC Sports Day in Canada event on the national RBC Sports Day in Canada website at [www.cbcsports.ca/sportsday](http://www.cbcsports.ca/sportsday).
- Events are strongly encouraged to use qualified instructors (NCCP, First Aid, High Five, BCRPA-certified fitness leader or other skill development program certification). Contact your local/provincial sport organization or recreation centre to identify qualified leaders.

### *Selection Committee*

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Eligible applications will be evaluated by a review panel consisting of specialists in the sport and recreation field. The panel members are chosen to ensure balanced representation. The panel bases its recommendations on the eligibility and assessment criteria described in these guidelines, within the context of the applicant's organizational, community and regional needs. Consideration is given to the geographic distribution of funds throughout the various regions of British Columbia.

### *Conditions and Limitations*

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RBC Sports Day in Canada must be acknowledged on all materials related to the funded event. Formats and guidelines for logo use and acknowledgement of funding will be provided to successful applicants.

Successful applicants will be required to complete a post event online survey on their use of funds and the outcomes of their event by December 4, 2015. Event results and outcomes may be shared and made public by RBC Sports Days in Canada.

Expenses must be directly related to costs incurred for delivering a sport participation experience (i.e. sporting equipment, coaching/trainer expenses, etc.).



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RBC Sports Day in Canada cannot support expenses solely related to entertainment purposes (refreshments, performance fees), events not open to the general public, capital expenditures (renovation, construction, computer equipment), deficits incurred from past activities, prizes or awards, re-granting programs, competitions, or expenses incurred prior to funding support issued.

To apply, please click [here](#), and fill out the online RBC Sports Day in Canada Try-it event Funding Application.

**Application Deadline: September 24, 2015.**

If you have any questions, please contact Brett Bartlett at [bbartlett@participation.com](mailto:bbartlett@participation.com) or (416) 913-1506.

For more on RBC Sports Day in Canada, please visit [www.cbcsports.ca/sportsday](http://www.cbcsports.ca/sportsday).