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RBC SPORTS DAY IN CANADA COMMUNITY-WIDE EVENT FUNDING APPLICATION GUIDELINES

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

Background:

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.

All applicants will be informed of the funding decision by October 20, 2015 and 100% of the funds will be distributed in one payment by **November 4, 2015**.

General Eligibility:

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

*All applicants must be in association with an organization in order to be considered.

A community-wide event includes at least 3 of the following:

- Multiple partners involved



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- Open to the public
- Large attendance for size of community
- Multiple locations
- Takes place over multiple days
- Includes multiple events
- Media outreach plan

Community-wide Event Guidelines:

- The event must take place in Canada.
- Funding is available up to a maximum of \$2,000 per event.
- Only one event application per organization will be accepted.
- All events **must take place between November 14 - November 21, 2015.**
- 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 community-wide events on the RBC Sports Day in Canada website at www.cbcsports.ca/sportsday.
- Events are strongly encouraged to use qualified instructors (NCCP, First Aid, High Five, other skill development program certification). Contact your local/provincial sport organization or recreation centre to identify qualified leaders.

Your organization will:

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

Selection Committee:

Funding is awarded up to \$2000 per event at the review panel's discretion.



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All applications are reviewed by a panel and will be assessed based on the following criteria:

- Financial need – what additional value could the funding provide to your event that otherwise would not be possible?
- Potential of the event to attract media attention (attendance of high performance athletes/politicians)
- Potential of the event to inspire and encourage sport participation among a large number of people (including the potential to provide onsite participation opportunities)
- Accessibility to the general public or a broad audience (open to the community to participate)
- Consideration will also be given to geographic distribution and diversity of sports, age, gender and culture when awarding grants among deserving applicants

Conditions and Limitations

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.).

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.



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

Application Deadline: September 24, 2015.

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

For more on RBC Sports Day in Canada, please visit www.cbcsports.ca/sportsday.