

2026 Tournament Builder Program

Support Non-Profit Tournament Organizers' Competitions with track record of overnight stays

Maximum Award: \$5,000 for multi-day competitions
& \$1,500 for single-day • 50% Match • 5 applications per applicant per year
Applications are due 90 days prior to start of competition

Application Timeline

- **Submit Application** - Applications are due 90 days prior to competition. No more than five applications per organization per year, individual applications are required for each tournament. Please fill out one complete applications per each applicable tournament.
- **Notice of Approval and 50% payment** - To be received no later than 15 days of receipt of application.
- **Have a Successful Tournament** - We want to ensure you have a great event, let us know how we can assist!
- **Submit Request for Reimbursement** - Reimbursement form, related receipts, and proof of logo usage are due within 60 days after the completion of your event.
- **Reimbursement Processed and Final Award Payment** - Within 30 days of the receipt of the completed reimbursement request and supporting materials you will receive your reimbursement check.

Application and Reimbursement Checklist

- **Complete the application and budget worksheet** - Complete all sections of the application and Budget Worksheet, including narrative sections. Up to 50% of the total Tournament budget may be matched by CVB Tournament Builder funds, at a maximum of \$5,000 for multi-day competitions and \$1,500 for single day competitions. (Example: Total budget \$3,000 could be matched with \$1,500 of CVB funds). Matching funds may be comprised of up to 50% in-kind donations (at least 50% of the matching funds must be cash). In-kind contributions must be clearly marked on the budget worksheet. See Page 5 for eligible expenses.
- **Multi-Day Events: Reach out to hotel partners** – Showing a track record of overnight stays is required for those seeking the multi-day competition award amount. We encourage you to reach out to hotel partners and work with them to secure a room block or booking link. If you need assistance please contact the CVB.
- **Keep copies of all receipts, quotes, and invoices for eligible items** – They must be attached to the Reimbursement Request for payment.
- **Submit reimbursement request** – Submit no more than 60 days after the conclusion of the event or program, or by December 15, whichever comes first. Must include your actual financial outcome, copies of receipts, and proof of logo usage on marketing and promotional materials.
- **Watch the mail** – After review, your check will be processed within 30 days.

Complete every page of the application and worksheet!

Make sure to read the fine print on page 5 to see if your organization is eligible, priority areas, eligible expenses, documentation and more.

**Contact Visit Findlay with any questions you may have:
info@visitfindlay.com & 419-422-3315**

2026 Tourism Development Program Application

Name of Competition:					
Event Date(s):			Event Location(s):		
Organizing Group:					
Contact Name:			Role in Organization:		
Contact Phone:			Contact Email:		
Mailing Address for Grant Correspondence:			Permission to share your organization in a press release?		
(R4) Amount Requested:			(E4) Total Event Budget:		
Plan to apply for the Co Op Advertising Program?	Yes Yes / No No If Yes, Amount:		(R5) Projected Total Event Revenue:		
Year Tournament Began:			Goal Attendance:		
Award Check Payable to:			Goal Overnights:		
Please check the type of competition your tournament is:	<input type="checkbox"/>	Round Robin	If this is not the competition's first year in the community, please share attendance for previous years.	2025	
	<input type="checkbox"/>	Single Elimination		2024	
	<input type="checkbox"/>	Double Elimination		2023	
	<input type="checkbox"/>	One-Day		2022	
	<input type="checkbox"/>	Other, please indicate		2021	
Have you already reached out to hotels for room blocks or a booking code for this tournament? If so, which hotels and what are the terms?					
	Showing proof of overnight stays is a requirement for the multi-day award.				
Where are you hoping to pull teams from for this tournament? How are you reaching them?					
How far ahead will the schedule be released?			Is there a guaranteed number of games for teams? If so, do these guaranteed games take place over several days?		

**Reminder: You must use the CVB logo in your marketing materials.
 Failure to do so will potentially affect your grant award and possibility for future awards.**

2026 Tourism Development Program Application

The goal of this section is to give the CVB an accurate picture of the history and goals of the applying organization, and to allow the applicant the opportunity to demonstrate project startup and sustainability need, potential and community impact. Additional pages and other supplemental materials may also be included.

What is your goal for the tournament? Please detail in 3-5 sentences.			
Why do you feel this competition should be supported financially through the Tournament Builder program?			
What other tournaments are taking place during your dates. How will they affect your competition?		What other community events are taking place during your dates? Is there opportunity for promotion/collaboration?	
Does your organization plan other events? Please list, along with the longevity of the events.			

Budget Worksheet

Projected Revenue

*This section is to provide information about what funding has been secured for the event, and projected revenues.
Use additional pages, if necessary.*

(R1) Projected event income from sales:

Any income expected from tickets, merchandise, advertising, team registrations, etc.

\$ _____

+

(R2) Projected event income from sponsorships or donations:

*Any income expected from organizations or individuals in the form of sponsorships or donations.
Please do not including this CVB request.*

\$ _____

=

(R3) Total before CVB Grant:

\$ _____

+

(R4) Amount Requested from CVB

No more than half of budgeted eligible expenses up to the eligible amount

\$ _____

=

(R5) Total Projected Revenue:

\$ _____

Note: All numbers should be estimates. Think what your goal is and use those numbers to calculate your projected revenue

2026 Tourism Development Program Application

Projected Expenses

This section is to provide information about how funds will be spent. A list of funding restrictions is available on Page 5. Additional Pages may be added if necessary. If you intend to apply for Co Op Advertising grant funds please do not include advertising funds. Please list those on the Co Op Advertising Addendum, located on Page 6a and 7a.

Item Description (include if local/non-local) <i>i.e. Facility Rental - City of Findlay Recreation, local</i>	Cost	In-Kind? Yes / No
1 _____	\$ _____	Y / N
2 _____	\$ _____	Y / N
3 _____	\$ _____	Y / N
4 _____	\$ _____	Y / N
5 _____	\$ _____	Y / N
6 _____	\$ _____	Y / N
7 _____	\$ _____	Y / N
8 _____	\$ _____	Y / N
9 _____	\$ _____	Y / N
10 _____	\$ _____	Y / N
(E1) Total Projected Eligible Expenses:		\$ _____

Reminder: This grant is for 50% matching funds. To receive the full amount of requested funds from the CVB, the Eligible Total Projected General Expenses (E1) must be at least twice the amount you're requesting, with in-kind funds comprising no more than half of matching funds.

Example: Requested: \$5,000 - Total Eligible Expenses : \$10,000+ (E1) and In-Kind Expenses: <\$2,500

(E2) Total Projected Ineligible Expenses: \$ _____

Grant funds cannot be used for concessions and food, accommodations, merchandise, entertainment, salaries, refunds, tournament director fees, raffle items, cash prizes, and more. See Page 5 for full Funding Restrictions.

(E4) Total Projected Expenses (E1 + E2 + E3): \$ _____

*E3 can be found on Page 6 with Co Op Advertising funds.
If not applying for Co Op Advertising funds please just list E1.*

Projected Net Revenue

Total Projected Revenue (R5) _____ - Total Projected General Expenses (E4) _____ = \$ _____

2026 Tournament Builder Program Application

Application Guidelines and Fine Print

Who May Apply: Any non-profit organization seeking to organize a tournament that will build awareness of the Findlay area, show a growth pattern that benefits the community, and will bring overnight stays to Hancock County.

Priority Areas: Preference will be given to tournaments that will be bringing teams to Hancock County from outside the region. Applicant Tournaments must show a track record of overnight stays and guarantee overnights in the applicant year.

Timeliness: In order to be considered for funding, applicants must complete and submit the Tournament Builder Program Application and any supporting materials to the Hancock County Convention & Visitors Bureau prior to the stated deadline. Incomplete or late applications will not be considered.

CVB Logo: The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. Correct Visit Findlay logos can be downloaded at VisitFindlay.com/VisitFindlayLogo or requested by emailing info@visitfindlay.com.

Documentation and payment: A Reimbursement Request form is available at VisitFindlay.com. Please fill out this form with information about your event's outcome and success within 60 days post-event. Reimbursements will be accepted earlier and extensions in certain circumstances may be requested. Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement. Proof of overnight stays is required for those seeking multi-day event funding. Final payment will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and require the organization to return the initial award disbursement.

Event Cancellation, Inclement Weather, etc.: Should the event be rendered not feasible or impossible to execute, then the applicant must return all funding received within 30 days from the planned event date. Should inclement weather or other force majeure cause an unexpected event cancellation, the applicant may retain funding only for applicable expenses incurred by submitting a written report explaining the details of the cancellation and an accounting of funds received, which must then be reviewed and approved by the CVB.

Use and In-Kind Funding Restrictions: Funds granted through the Tournament Builder Program must be used for the sustainability of an event or program. Funding may not be used for administrative fees or salaries, registration refunds, tournament director fees or other salaries, entertainment, alcohol, permits, food/catering costs, raffle items, merchandise to sell, prize money, insurance, or overnight accommodations. Expenses for awards, trophies, and promotional items are limited to a \$250 match. The amount of CVB funds requested may be up to 50% of the total event budget to a maximum of \$5,000. Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash).

Combination, Future Funding: Up to \$3,500 of CVB Co-Op Advertising funds are also available to Tournament Builder Program recipients, but cannot be used as matching funds for Tournament Builder funds. Organizations are limited to five Tournament Builder applications per year and individual applications are required for each tournament. Please fill out one complete application per each applicable tournament. A Co Op Addendum is available by emailing info@visitfindlay.com.

Special Circumstances: In the event the application has special requests outside of the realm of Tournament Builder Program guidelines, including the need to receive 100% of grant funds before the conclusion of the event instead of the standard 50%, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau. *All decisions are final**
Disbursement of funds is dependent on the receipts collected from the bed tax from year to year

Signature

Title

Date

An electronic signature above signifies that this document is complete, and all information within is accurate.

Return Completed Application to Hancock County Convention & Visitors Bureau

MAIL: 123 East Main Cross, Findlay, Ohio 45840 or EMAIL: info@visitfindlay.com or ONLINE: VisitFindlay.com

Note: Completed application must be submitted no later than 60 days prior to the start of the event.

A complete application consists of: Completed original application form, completed Worksheet, and supporting documents

Questions? Contact the CVB at 419.422.3315, or email info@VisitFindlay.com.

2026 Co Op Advertising Program Addendum

Assist with Advertising and Marketing Expenses • Maximum Award: \$3,500 for regionally focused advertising & \$2,000 for locally focused outreach • 50% Match • No Application Limit

Addendum Application is due at the same time as Tournament Builder application.

Name of Event/Program:		Event Date(s):	
(R4) Amount Requested:		(E2) Budgeted Event Advertising Expenses:	
How many years has CVB grant funding been requested and through which program(s)?		What percentage of advertising do you expect to take place outside of Hancock County?	
What specific markets are you targeting outside of Hancock County?		Can you collaborate with other organizations to advertise in these markets?	
What made you choose this market and why do you think it will be a beneficial demographic to advertise to?		What marketing activities are you doing to promote your event and increase new tourism?	

(R5) Total Projected Revenue: \$ _____ (E1)

Total Projected General Expenses: \$ _____

Advertising and Marketing Expenses:

Signage, advertising and media buys, creative development, postage, website, printed materials, registration bags, etc. Only cash expenses are eligible, in-kind monetary amounts do not count toward eligible Advertising & Marketing Expenses. A list of eligible items can be found on Page 7. Additional Pages may be added if necessary.

Item Description (include if local/non-local)

Cost

1	_____	\$ _____
2	_____	\$ _____
3	_____	\$ _____
4	_____	\$ _____
5	_____	\$ _____
6	_____	\$ _____
7	_____	\$ _____
8	_____	\$ _____
9	_____	\$ _____
10	_____	\$ _____

(E3) Total Estimated Advertising and Marketing Expenses:

\$ _____

Reminder: This grant is for 50% matching funds. To receive the full amount of requested Co Op funds from the CVB, the Total Advertising and Marketing Cost (E2) must be at least twice the amount you're requesting.

2026 Co Op Advertising Program Addendum

Application Guidelines and Fine Print

Who May Apply: Any organization seeking to produce or promote an existing event or program that has the potential to create a positive image in the Findlay-Hancock County Area. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership. Preference will be given to non-profit organizations.

Priority Areas: Applications meeting at least one of the four priority areas (Overnight Accommodations, Signature Events, Community Image Building and Hospitality Partnership Growth) will be considered. However, greater weight will be given to the applicants meeting multiple areas.

Amount Requested and Use: This program is for Marketing and Advertising funds only (See list of eligible expenses below). Activities with a local focus may request up to \$2,000 in 50% matching funds, and those with a regional or larger focus may request up to \$3,500 in 50% matching funds. Only cash expenses are matched, in-kind monetary amounts do not count toward matched Advertising & Marketing Expenses. Payment is processed after Reimbursement Request, and copies of receipts and promotional materials are submitted. This grant may be combined with Tournament Builder, Tourism Development, or Tourism Growth programs.

Marketing and advertising expenditures covered by this grant may include:

- Radio spots
- Television
- Billboards
- Postage and Mailers
- Print ads
- Digital Marketing
- Promotional items (t-shirts, pens, etc.) *limited to a \$250 match*
- Event brochures, fliers and posters
- Other expenses as approved by the CVB

Application: In order to be considered for funding, applicants must complete and submit the Co-Op Advertising Program Application, Budget Worksheet, and any supporting materials to the Hancock County Convention & Visitors Bureau 60 days prior to the event, however if you opt to apply with the addendum it is due on April 1, 2026. Incomplete or late applications will not be considered for approval.

Documentation and payment: A Reimbursement Request form is available at VisitFindlay.com. Please fill out this form with information about your event's outcome and success within 60 days of the conclusion of the event, or by December 15. Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement. Reimbursement funds will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and may influence future award decisions.

CVB Logo: The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. Correct Visit Findlay logos can be downloaded at VisitFindlay.com/VisitFindlayLogo or requested by emailing info@visitfindlay.com.

Special Circumstances: If the program or event is cancelled for any reason, all unused funds must be returned to the CVB. In the event your organization has special requests outside of the realm of the program guidelines, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau. *All decisions are final**
Disbursement of funds is dependent on the receipts collected from the bed tax from year to year

Signature

Title

Date

An electronic signature above signifies that this document is complete, and all information within is accurate.

Return Completed Application to Hancock County Convention & Visitors Bureau

MAIL: 123 East Main Cross, Findlay, Ohio 45840 or EMAIL: info@visitfindlay.com or ONLINE: VisitFindlay.com

Note: Completed application must be submitted no later than 60 days prior to the start of the event.

A complete application consists of: Completed original application form, completed Worksheet, and supporting documents

Questions? Contact the CVB at 419.422.3315, or email info@VisitFindlay.com.