
Major Sport Events Grant Program

2025 Guidelines



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1.0 – Introduction

1.1 – Purpose

The Major Sport Events (MSE) program provides support funding to eligible non-profit organizations to host world class national and international sport events in Alberta. The program focuses on hosting single sport events (e.g., world championships, world cups and national championships). These events are generally governed by a sport's national sport organization or international sport federation, have a qualification process, entry restrictions, and are identified as part of the national sport organization's high performance and long-term development plans.

1.2 – Outcomes

Outcome 1	Alberta athletes, coaches and technical officials are provided national or international competition experience.
Outcome 2	National or international athletes, coaches, technical officials, sport staff, and media, visit Alberta to compete, support, report, and/or spectate.
Outcome 3	Alberta's event host societies develop value-added partnerships with community organizations, venue operators, sport organizations (provincial, national, and international), marketing organizations, and the corporate sector.
Outcome 4	Alberta's strong reputation as a hosting and attractive travel destination is advanced nationally and/or internationally.
Outcome 5	Alberta's MSE hosting network is strengthened through collaborative partnerships.

1.3 – Funding Range and Timelines

Funding Range: Up to a maximum of \$250,000

- Maximum funding from the Government of Alberta cannot exceed 50 per cent of the **total event cost**.
- The MSE program does not support surplus budgets.

Application Intakes:

- Intake One – Spring
- Intake Two – Fall

1.4 – Steps to Complete MSE Application

Steps	Reference	Instructions
1. Download Guidelines	MSE Website	Read carefully, then proceed
2. Verify Organization Eligibility	2.1 and 2.2	If eligible, proceed
3. Verify Event Eligibility	2.3 and 2.4	If eligible, proceed
4. Download Workbook	MSE Website	Review, then proceed
5. Complete Workbook		Once completed, proceed
6. Submit Application	MSE Website	Upload workbook, all required and supporting documentation

2.0 – Eligibility

2.1 – Eligible Applicants

Applicants must be sanctioned by their respective national sport organization and/or international sport federation to host a proposed event in a fair, safe, and responsible manner, and in accordance with the rules and standards of the sport set by the national sport organization and/or international sport federation.

Applicants must be in good standing with Alberta Corporate Registries. To verify your status, [click here](#).

Applicants registered under Federal Legislation. To verify your status, [click here](#).

Organizations must also not have overdue or incomplete accounting/reporting relating to any grant previously awarded by the Government of Alberta.

Eligible applicants include First Nations, Métis Settlements, and non-profit organizations that have been registered, and in good standing, for **more than two years** under one of the following acts:

Provincial Legislation	Federal Legislation
<i>Business Corporations Act</i>, Part 21 <i>Companies Act</i>, Part 9 <i>Societies Act</i> <i>Special Act of the Alberta Legislature</i>	<i>Special Act of the Parliament of Canada</i> <i>Canada Not-for-profit Corporations Act</i> <i>Income Tax Act</i>

2.2 – Ineligible Applicants

- Individuals
- Municipalities
- Agricultural societies
- For-profit organizations
- Post-secondary Institutions as defined under Alberta’s *Post-secondary Learning Act*
- Foundations established and regulated under Alberta’s *Regional Health Authorities Act*
- Non-profit organizations that primarily support private sector, profit-oriented interests
- Other organizations not registered under one of the acts listed in 2.1
- Organizations with overdue or incomplete accounting/reporting relating to any grant previously awarded by the Government of Alberta

2.3 – Eligible Events

World class national and international events (and venues) that ensure a fair, safe, and responsible competition, in accordance with the rules and standards of the sport as set by the national sport organization and/or international sport federation, subject to the criteria outlined in section 2.4.

Event Type	Requirements
National Events	- Events sanctioned by a sport organization listed in Appendix 1. - National Events must include representation from no fewer than six provinces/territories including Alberta as a stand-alone competitor. Representation from an international contingent may substitute as a province to meet the minimum representation requirement. OR - Events that are National Championships for a specific sport, in a specific age group confirmed by the sport organization listed in Appendix 1. Alberta should be represented as a stand-alone competitor in these championships.

International Events	- Events that are sanctioned by an international sport federation, as per the International Olympic Committee, International Paralympic Committee and/or Pan-American Sport Association. AND - International Events must include representation from no fewer than three countries, including Canada and one country from outside of North America.
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2.4 – Ineligible Events

- Events still in the bidding process
- National or international events not meeting the eligibility requirements as stipulated in section 2.3
- Conferences, congresses, symposiums, expos, or meetings
- Sport development/training camps
- Events hosted prior to the application deadline
- Events and/or festivals that are provincial, regional, or local
- Events that are organized for or delivered by private, for-profit organizations
- Elementary, junior high, and high school sport championships
- National and international events that include biologically male athletes in female-only classes or divisions
Note: For clarity, in the event of any inconsistency or conflict between this criterion and the rules and standards set by the applicable national sport organization and/or international sport federation, this criterion will govern for the purposes of determining event eligibility.
- Professional events (events with athletes being paid a salary or an appearance fee, regardless of performance are considered professional events for the purpose of this program). The event must be restricted to athletes who meet amateur status criteria as defined by the relevant sport's governing (sanctioning) body.

2.5 – Eligible and Ineligible Expenses

All expenses directly related to the event must be included in the application. Provincial funds can be used for all expenses except for the following ineligible expenses:

- Administrative costs, legal, accounting/bookkeeping, and insurance fees not related to the event
- Expenses incurred prior to application submission date
- Prize monies, entertainment, cultural events and ceremonies (opening/closing)
- Preparation of funding application, planning meetings, and other activities not related directly to the delivery of the event
- Any contingency, financial legacy or liability/deficit
- Domestic or international bid costs
- Financial matters including but not limited to debt reduction, financing charges, interest payments on loans, leasing, or other fees associated with land, moving, maintenance or operational expenses, contingency costs and retroactive expenses incurred prior to an application submission
- Endowments, fundraising campaigns/events, developing a proposal for funding, donor recognition/walls, gifts (volunteer recognition)
- Fixed assets - capital expenditures including but not limited to construction, upgrading, and/or maintenance of the competition venue
- Non fixed assets (equipment) unless they are ancillary requirements for the event
- Staff salaries
- Alcohol
- Licensed vehicles

3.0 – Evaluation Criteria

Events that are assessed as eligible and adequately prepared will be fully reviewed by the review panel based on the following criteria.

3.1 – Event Hosting Capacity

This section will be worth **35%** of your overall evaluation score.

- The applicant demonstrates previous sport event hosting experience with events of similar size
- The applicant has provided current audited financial statements that demonstrate organizational stability
- The applicant provides a detailed event budget including reasonable cost estimates, all sources of revenue and all value and services in kind
 - The value of donated labour is the following:
 - \$20.00 per hour for unskilled labour
 - \$40.00 per hour for skilled labour
 - Donated equipment, materials and professional services at verified fair market value (supporting documentation is required)
- The number of volunteers supporting the event
- The applicant has diversification of contributions from other sources, with supporting documentation

3.2 – Sport Development Impact

This section will be worth **35%** of your overall evaluation score.

- The number of Alberta athletes, coaches, technical officials and technical staff that will be provided national and/or international competition experience during this event
- The number of athlete development opportunities generated before, during, or shortly after the event
- The number of Alberta communities that will have athletes, coaches, technical officials and technical staff attending this event in an official capacity, and/or will benefit from developmental opportunities
- Building capacity for collaborative partnerships with the municipality, community organizations, event venue operators, sport organizations, corporate sponsors, and marketing organizations

3.3 – Sport Tourism Impact

This section will be worth **30%** of your overall evaluation score.

- The anticipated economic impact from hosting the event involving measures for direct, indirect, and induced impacts for Alberta's Gross Domestic Product (value added, employment, and tax revenue)
- The return on investment (derived from economic impact relative to taxation impacts)
- The breakdown of anticipated media distribution (i.e., provincially, nationally, internationally) related to the event including but not limited to, television/video, social media and print media
- The breakdown of anticipated tourism visitation related to the event (i.e., provincially, nationally and internationally) for spectators, participants (athletes), and other event participating groups (trainers, coaches, technical officials, and media)
- The number of overnight stays and or hotel bookings
- The anticipated revenue generated from ticket sales
- The event includes ancillary events or activations in the surrounding community, generating additional revenue and a broader audience. This incorporates a variety of event types, such as:
 - Fan Zones: Interactive areas for fans to gather and engage
 - Cultural Showcases: Events highlighting local or diverse cultural expressions
 - Festivals: Include food, beverage, music, and other themed festivals
 - Community Engagement Initiatives, examples include:
 - "Try-it" sports days
 - Organized sport activities for all ages and skill levels

Some event impact calculators to consider for measuring economic impacts are:

- [STEAM](#) (members of Sport Tourism Canada have free access to this tool)
- [The Event Impact Calculator](#) (Explore Edmonton and Tourism Calgary have access to this tool)

4.0 – Application and Review Process

4.1 – Required Documentation

Applications will not be considered if the following three (3) documents are not provided along with completed workbook, in original submission.

1. Board motion approving application to MSE
2. Sanction letter(s) from national sport organization and/or international sport federation
3. Most recent audited financial statements
 - Federal legislation:
A corporation must prepare financial statements each year (refer to subsection 172(1) the *Canada Not-for-profit Corporations Act* (NFPA) which comply with the requirements of the NFPA. The financial statements must be prepared in accordance with the Canadian generally accepted accounting principles (GAAP) as set out in the CPA Canada handbook – accounting
 - Provincial legislation:
The Societies Act of Alberta states that an incorporated society must present, at its annual general meeting, a financial statement of income, disbursements, assets and liabilities, signed by the society's auditor (Section 25 of the Societies Act). The audited financial statements need not be audited by a professional accountant unless a) the bylaws of the society so require, or b) a fee is being charged to perform the audit. (Alberta Regulation 122/2000, Societies Act 1(4))

4.2 – Supporting Documentation

1. Letters of support and commitment including but not limited to:
 - PSO/NSO/International Federation
 - Municipality
 - Destination marketing organization (tourism sector support)
 - Event venue operator
 - Corporate (sponsorship/value/services in kind)
2. Contract Services
3. Anticipated economic impact analysis (see section 3.3)

4.3 – Review and Approval

Applications and supporting documentation provided are fully reviewed against the program criteria. Organizations may be contacted if further information or clarification is required. The Minister may exercise discretion in approving applications that fall outside the general intent of the program, based on the extent to which the applicant can demonstrate the event's potential and vital contributions to the community. Applicants will receive written notification of the decision regarding their application.

All decisions on grant applications are final, and no appeals will be considered. Final grant decisions can take **up to 4 months**.

4.4 – Incomplete Materials

If all required documents are not received by the application deadline, the application will be deemed incomplete and the application will be declined.

4.5 – Unsuccessful Applications

If the number of well-developed event applications exceeds the available program budget, some strong applications may not be approved. Applicants whose submissions are unsuccessful may reapply in future intakes, provided the event remains eligible for funding.

5.0 – Event Accountability

5.1 – Ministerial Grant Regulations

In addition to the terms set out in these guidelines, the associated application form and grant agreement, the MSE grant is governed by the terms outlined in the Ministerial Grants Regulation.

5.2 – Grant Agreement

Following the Minister's approval of an event, successful applicants must enter into a funding agreement with the Ministry of Tourism and Sport. The resulting grant agreement sets out the approved terms and conditions for the grant funding, including but not limited to start and end dates, event scope, grant payment conditions, reporting requirements, communication considerations, and government recognition protocols.

5.3 – Amending Grant Agreement

If the event scope or period to use grant funds change after event approval, a formal amendment request must be made to consider any changes to the existing agreement. If required, the amendment request must be submitted prior to the event completion date and must provide detailed rationale to support consideration of the amendment request. Event amendments are granted at the discretion of the Minister of Tourism and Sport, based on an assessment of the rationale submitted for the amendment.

6.0 – Contact with the Ministry

Only authorized representatives identified in the grant application may request specific information about applications from the Sport, Physical Activity and Recreation (SPAR) Branch.

7.0 – Lobbying

After an MSE application has been submitted, no individual may engage in political activity or lobbying on behalf of the applicant with the intent to influence the assessment or outcome of the application.

Such actions are strictly prohibited and may result in the application being rejected.

8.0 – Acknowledgement Standards and Requirements

Grant recipients must formally acknowledge the Government of Alberta wherever possible and appropriately, in addition to any specific requirements outlined in the grant agreement. Communication opportunities as outlined in Schedule "B", forming part of this agreement. The Recipient will contact the Minister and consult with a representative of the Ministry to implement the communication requirements set out in this grant agreement.

Recognition of funding can be attained in various ways, including but not limited to:

- News release or submitted article to local/regional media
- Organization's website or newsletter
- Social media platforms such as X, Facebook, Instagram, Flickr, and blog postings, etc.
- Signage, either temporary or permanent

9.0 – Conflict of Interest

In addition to complying with the MSE guidelines and the Ministerial Grant Regulation, an individual affiliated with a grant recipient should not place themselves in a perceived or actual conflict of interest when using the grant funds. A conflict of interest arises when a conflict between an individual's personal interests (what they could gain financially or otherwise) and their duty to administer the grant funds in an accountable and transparent manner are in question. A conflict of interest may be actual or perceived.

Actual conflict exists where an individual's personal interests could improperly influence the recipient's duty to utilize the grant funds in a responsible and accountable manner. For example, an individual employed by the recipient wants to use the grant funds to rent space from a private company owned by the individual. An actual conflict of interest exists because the individual personally benefits from this decision.

Perceived conflict of interest exists when there is the appearance that an individual has a private interest that could improperly influence the individual's duty to act in the best interests of the grant recipient.

Whether a conflict of interest is categorized as actual or perceived, the individual affiliated with the grant recipient should avoid placing themselves in a situation where their personal interest could interfere with their duty to be transparent and accountable with the use of the grant funds. For example, the individual should ensure that their family members or the businesses they have an interest in are not involved with the event and in no way personally benefit from the Government of Alberta funding that was provided.

As soon as reasonably possible after becoming aware of a personal interest causing or is likely to cause a conflict of interest in relation to the use of the grant, the grant recipient must give notice of the conflict to the Minister. After giving notice of a conflict, the grant recipient may not commence nor continue the event until instructed to do so by program staff. If, in the opinion of the Minister, a conflict of interest warrants such action, the recipient may be given notice of termination of the agreement and be required to return the grant funds.

10.0 – Protection of Privacy Act

The personal information collected through the Ministry of Tourism and Sport - Major Sport Events (MSE) grant application relates directly to and is necessary for administering MSE and advising the applicant of grant program updates and relevant ministry initiatives. This collection is authorized by section 4(c) of the *Protection of Privacy Act*. For questions about the collection of personal information, contact the MSE Team by email at MSE@gov.ab.ca.

Appendix 1 – International, National and Provincial Organizations

International Sport Federations

International Federations include federations recognized by the [International Olympic](#) and [Paralympic Committee](#) and or Pan American Sport Association. Additional federations may be considered, including the following:

01	World Airsports Federation	09	Federation of International Bandy
02	International Federations of Basque	10	World Confederation of Boules Sports
03	International Climbing and Mountaineering Federation	11	International Floorball Federation
04	World Flying Disc Federation	12	International Federation of Icestocksport
05	International Korfball Federation	13	International Netball Federation
06	Federation of International Polo	14	International Sambo Federation
07	International Ski Mountaineering Federation	15	International Sumo Federation
08	Tug of War International Federation	16	World Underwater Federation

National Sport Organizations

The following disciplines are [Sport Canada](#) recognized National Sport Organizations. Additional sport organizations may be considered.

01	Alpine Skiing	23	Field Hockey	45	Ski Jumping
02	Archery	24	Figure Skating	46	Snowboard
03	Athletics	25	Football	47	Soccer
04	Badminton	26	Freestyle Skiing	48	Softball
05	Baseball	27	Goalball	49	Speed skating
06	Basketball	28	Golf	50	Squash
07	Biathlon	29	Gymnastics	51	Surfing
08	Bobsleigh	30	Ice Hockey	52	Swimming
09	Boccia	31	Judo	53	Swimming - Artistic
10	Boxing	32	Karate	54	Table Tennis
11	Bowling – 5 and 10 Pin	33	Lacrosse	55	Taekwondo
12	Broomball	34	Lawn Bowls	56	Tennis
13	Canoe and Kayak	35	Luge	57	Triathlon
14	Climbing	36	Pentathlon	58	Volleyball
15	Cricket	37	Racquetball	59	Water Polo
16	Cross Country Skiing	38	Ringette	60	Water Ski and Wakeboard
17	Curling	39	Rowing	61	Weightlifting
18	Cycling	40	Rugby	62	Wheelchair Basketball
19	DanceSport (Breaking)	41	Sailing	63	Wheelchair Rugby
20	Diving	42	Shooting	64	Wrestling
21	Equestrian	43	Skateboard		
22	Fencing	44	Skeleton		

Provincial Sport Organizations

Provincial Sport Organizations include the following organizations funded by the Government of Alberta:

01	Alberta Alpine	31	Alberta Lacrosse
02	Athletics Alberta	32	Bowls Alberta (Lawn)
03	Badminton Alberta	33	Alberta Luge Association
04	Alberta Amateur Baseball Council	34	Alberta Orienteering Association
05	Alberta Basketball	35	Alberta Racquetball
06	Alberta Baton Twirling Association	36	Rhythmic Gymnastics Alberta
07	Biathlon Alberta	37	Ringette Alberta
08	Alberta Bicycle Association	38	Alberta Rowing Association
09	Alberta Bobsleigh	39	Rugby Alberta
10	Bowling Federation of Alberta	40	Alberta Sailing Association
11	Boxing Alberta	41	Alberta Federation of Shooting Sports
12	Alberta Broomball	42	Alberta Ski Jumping and Nordic Combined Association
13	Alberta Cheerleading Association	43	Alberta Snowboarding
14	Nordiq Alberta	44	Alberta Soccer
15	Alberta Curling Federation	45	Softball Alberta
16	Darts Alberta	46	Alberta Speed Skating
17	Alberta Diving	47	Alberta Sprint Racing Canoe Association
18	Alberta Equestrian	48	Squash Alberta
19	Alberta Fencing Association	49	Swim Alberta
20	Field Hockey Alberta	50	Alberta Artistic Swimming
21	Skate Canada: Alberta-NWT/Nunavut	51	Alberta Taekwondo Association
22	Football Alberta	52	Archery Alberta
23	Freestyle Alberta	53	Alberta Team Handball Federation
24	Alberta Golf	54	Tennis Alberta
25	Alberta Gymnastics Federation	55	Triathlon Alberta
26	Hockey Alberta	56	Volleyball Alberta
27	Alberta Horseshoe Pitchers Association	57	Alberta Water Polo
28	Judo Alberta	58	Water Ski Wakeboard Alberta
29	Karate Alberta	59	Alberta Whitewater Association
30	Alberta Alpine		