

2025

Major Sport Events (MSE) Grant Program Guidelines



Government of Alberta
Ministry of Tourism and Sport
SPAR Branch
General Inquiries
MSE@gov.ab.ca
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SECTION 1 - OVERVIEW

The Major Sport Events (MSE) program provides support funding to eligible nonprofit 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 international federation or national sport organization, have a qualification process, entry restrictions, and are identified as part of the national sport organization's high performance and long-term development plans.

SECTION 2 - ELIGIBILITY REQUIREMENTS

2.1 Eligible Applicants

Applicants must be sanctioned by their respective national and international sport federation (organization) 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 and/or international federation.

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>Part 21 of the Business Corporations Act - Extra-Provincial Corporations</i> | <i>Special Act of the Parliament of Canada</i> |
| <i>Companies Act, Part 9 (non-profit companies)</i> | <i>Canada Not-for-profit Corporations Act</i> |
| <i>Societies Act</i> | <i>Income Tax Act (Charities)</i> |
| <i>Special Act of the Alberta Legislature</i> | |

2.2 Ineligible Applicants

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| Agricultural Societies | Municipalities |
| For-profit organizations | Individuals |
| Universities, colleges, and institutes as defined under Alberta's <i>Post-secondary Learning Act</i> | 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 that have overdue or incomplete accounting/reporting relating to any grant previously awarded by Government of Alberta |
| Foundations established and regulated under the province's Regional <i>Health Authorities Act</i> | |

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 International and/or National Federations.

| Event Type | Requirements |
|-----------------|---|
| National Events | <ul style="list-style-type: none"> Events sanctioned by an International Federation or National Sport Organization listed in Appendix 1. National Events should 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. <p>Or</p> |

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| | <ul style="list-style-type: none"> Events that are National Championships for a specific sport, in a specific age group confirmed by the National Sport Organization or an International Federation listed in Appendix 1. Alberta should be represented as a stand-alone competitor in these Championships. |
| International Events | <ul style="list-style-type: none"> Events that are sanctioned by an International Federation, as per the International Olympic Committee, International Paralympic Committee and/or Pan-American Sport Association. <p>And</p> <ul style="list-style-type: none"> International Events should include representation from no fewer than three countries, including Canada and one country from outside of North America. |

2.4 Ineligible Events

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| Events still in the bidding process | Events hosted prior to the application deadline |
| National or International Events not meeting the eligibility requirements as stipulated in 2.3 | Events and/or Festivals that are provincial, regional, or local |
| Events that are organized for or delivered by private, for-profit organizations | 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. |
| Conferences, congresses, symposiums, expos, or meetings | Elementary, junior high, and high school sport championships |
| Sport development/training camps | |

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:

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| Expenses incurred prior to application submission date. | Endowments, fundraising campaigns/events, developing a proposal for funding, donor recognition/walls, gifts (volunteer recognition). |
| Non fixed assets (equipment) unless they are ancillary requirements for the event. | Fixed Assets - capital expenditures including but not limited to construction, upgrading, and/or maintenance of the competition venue. |
| Preparation of funding application, planning meetings, and other activities not related directly to the delivery of the event. | 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. |
| Administrative costs, legal, accounting/bookkeeping, and insurance fees not related to the event. | Prize monies |
| Any contingent, financial legacy or liability/deficit | Alcohol |
| Licensed vehicles | Domestic or international bid costs |
| Staff Salaries | |

SECTION 3 - PROGRAM DETAILS

| Key Areas | Important Details |
|------------------|--|
| Funding range | Up to <u>\$250,000</u> <ul style="list-style-type: none"> Maximum funding from all sources of the Government of Alberta cannot exceed <u>50 per cent</u> of the total event cost. |

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| Application deadlines | Intake One: Spring * Intake Two: Fall * <i>*See the website for deadline details</i> |
| Applications | <ul style="list-style-type: none"> • Organizations may submit applications for multiple events • Each event must be submitted separately • Applications are non-transferrable |
| Matching requirement | Applicant must cover 50 per cent of the total event cost from non-Alberta Government revenue and contribution sources. |
| Event completion and financial reporting timeframes | Outlined in the Grant Agreement |
| Application package | Major Sport Events Grant Program Alberta.ca |

SECTION 4 - APPLICATION PROCESS

To apply visit [Major Sport Events Grant Program | Alberta.ca](#)

Complete the MSE Application Workbook before starting the online application. You will need to upload the saved workbook at the end of the application, along with the following **required** documents.

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| MSE Application Workbook | Sanction Letter(s) from international federation and/or national sport organization |
| Most recent Audited Financial Statements | Board Minutes with motion approving application |

Upload any/all **supporting** documents when completing online application form.

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| Estimated Economic Impact Analysis |
| Letters of Support and Commitment, including but not limited to: <ul style="list-style-type: none"> • PSO/NSO/International Federation • Municipality • Destination Marketing (Tourism Sector Support) • Event Venue Operator • Corporate (Gift/Services in kind) |

4.1 Application Review

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

4.1.1 Outcomes

1. Alberta athletes, coaches and technical officials are provided national and international competition experience.
2. International athletes, coaches, technical officials, sport staff, and media, visit Alberta to compete, support, report, and/or spectate.
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.
4. Alberta's reputation as a hosting destination is advanced nationally and/or internationally.
5. Alberta's MSE hosting network is strengthened through collaborative partnerships.

4.1.2 Event Viability

1. Organizational Background

- The host organization demonstrates previous sport event hosting experience, either on the part of the organization or on the part of a partner who will assist in delivering the event.

2. Financial Viability

- The host organization has documented secured matching contributions (i.e., 50 per cent of all eligible contributions) from other sources required to host the event. See Section 5, for more details on matching requirements.

- Event expenditures are clear, transparent, and well documented.
- The host organization provides a detailed event budget including reasonable cost estimates (with historical rationale/proxy examples), all sources of revenue secured and not secured, all gifts and services in kind.

3. Venue Viability

- The host organization provides validation (i.e., International Federation licence or certificate) that the venue meets the technical standards for hosting the event (without significant capital expenditures).

4.1.3 Strategic Alignment

Event alignment with Government, Ministry, and other event partner strategic priorities including:

- [Government of Alberta Strategic Plan](#)
- [Tourism and Sport Ministry Business Plan \(2024-27\)](#)
- [Higher Ground: A Provincial Tourism Strategy](#)
- [Canadian Sport Policy](#)
- [Fairness and Safety in Sport Act](#)

4.1.4 Sport Development Impact

1. The number of Alberta athletes, coaches and technical officials that will be provided national and/or international competition experience during this event. Examples include:
 - Extra athlete quota for host country
 - International Coaching Experience (ICE) assignments
 - Technical Officials Experience (TOE) assignments
 - Athlete development opportunities generated before, during, or shortly after the event
2. The number of Alberta communities that will have athletes, coaches and technical officials attending this event in an official capacity, and/or will be in attendance to benefit from developmental opportunities.
3. The collaborative partnerships will be formalized (documented), or enhanced, with the municipality, community organizations, event venue operators, sport organizations, corporate sponsors, and marketing organizations.

4.1.5 Sport Tourism Impact

1. The expected duration of the competition event(s).
2. The breakdown of anticipated tourism visitation related to the event (in-province, Canada, USA, and international markets) for spectators, participants (athletes), and other event participating groups (trainers, coaches, technical officials, and media).
3. The breakdown of anticipated media distribution (i.e., in-province, Canada-wide, USA and International) related to the event including, but not limited to:
 - Television/Video
 - Social Media
 - Print Media
4. The anticipated economic impact from hosting the event involving measures for direct, indirect, and induced impacts for GDP (value added, employment, jobs, and taxes).
5. The return on investment (derived from economic impact relative to taxation impacts).

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

- [STEAM](#)
- [The Event Impact Calculator.](#)

4.2 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.

4.3 Incomplete Materials

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

4.4 Unsuccessful Applications

If there are more well-developed event proposals received than the program budget can support, it is possible that strong proposals may not be approved. Unsuccessful applicants may re-submit their proposal in subsequent intakes if the event is eligible for funding.

SECTION 5 – MATCHING CONTRIBUTION REQUIREMENTS

Major Sport Events funding is only approved on a matching basis, where the applicant must contribute an amount equal to or exceeding all Government of Alberta funding for the event. Government funding does not support surplus. The matching funding may be in the form of cash, public grant funding from other levels of government, and/or Value-In-Kind (VIK) contributions (donated labour, equipment, or materials), specifically related to the event.

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| <p>Matching donated labour, equipment, or materials should be documented in the organization’s budget, summarized as an Event Note within the organizations’ financial statements, and must be based on:</p> <ul style="list-style-type: none"> - \$20.00 per hour for unskilled labour working directly on the event. - \$40.00 per hour for skilled labour (must report actual hours in final accounting report) - Donated equipment, materials and professional services at verified fair market value | <p>Charitable gaming proceeds generated from licensed events (e.g., bingos, casinos, raffles, and pull tickets) can be used for matching purposes provided this is disclosed.</p> |
| <p>All contributions towards the event, including cash, must be supported by current financial statements.</p> | <p>Applicants must disclose if they have applied for or received any other grants for the event.</p> |

The following are not eligible as matching resources:

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| <p>Volunteer time related to fundraising, preparing grant applications, attending meetings, or planning activities related to the event or organization.</p> | <p>Wages and salaries associated with the regular, ongoing operations of the organization.</p> |
| <p>Volunteer travel time or mileage for picking up materials and equipment.</p> | <p>Other Government of Alberta funding (CIP Project, etc.)</p> |

SECTION 6 - EVENT ACCOUNTABILITY

6.1 Ministerial Grant Regulations

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

6.2 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.

6.3 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.

SECTION 7 - 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.

SECTION 8 – LOBBYING

Once a MSE application is submitted, applicants, their team members, advisors, and/or other parties involved in the application process or event are prohibited from engaging in any form of political actions or lobbying in relation to the assessment of the MSE application or attempting to influence the outcome of the MSE review process. Failure to comply with this provision is considered grounds for rejection of the application.

SECTION 9 - 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 Minister 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:

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

SECTION 10 - 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.

SECTION 11 - FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT

The personal information that is provided on the grant application form will be used for the purpose of administering MSE and advising the applicant of grant program updates and relevant ministry initiatives. It is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act (FOIP Act)* and is protected by the privacy provisions of the *FOIP Act*.

The FOIP Act applies to any information provided to Tourism and Sport. This information may be disclosed in response to an access request under the *FOIP Act*, subject to any applicable exceptions to disclosure under the *FOIP Act*.

Once an application has been approved and funding issued to an organization, the community/city, grant recipient, event, amount funded, and fiscal year become a matter of public record.

For questions about the collection and use of this information, please contact SPAR Branch.

APPENDIX 1 – INTERNATIONAL FEDERATIONS/NATIONAL/PROVINCIAL ORGANIZATIONS

International Sport Federations

International Federations include federations recognized by the [International Olympic Committee](#) and or pan American sport association. Additional federations may be considered, including the following:

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| World Airsports Federation | Federation of International Bandy |
| International Federations of Basque | World Confederation of Boules Sports |
| International Climbing and Mountaineering Federation | International Floorball Federation |
| World Flying Disc Federation | International Federation of Icestocksport |
| International Korfball Federation | International Netball Federation |
| Federation of International Polo | International Sambo Federation |
| International Ski Mountaineering Federation | International Sumo Federation |
| Tug of War International Federation | World Underwater Federation |

National Sport Organizations

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

| | |
|------------------------|-------------------------|
| Alpine Skiing | Archery |
| Athletics | Badminton |
| Baseball | Basketball |
| Biathlon | Bobsleigh |
| Boccia | Boxing |
| Bowling – 5 and 10 Pin | Broomball |
| Canoe and Kayak | Climbing |
| Cricket | Cross Country Skiing |
| Curling | Cycling |
| DanceSport (Breaking) | Diving |
| Equestrian | Fencing |
| Field Hockey | Figure Skating |
| Football | Freestyle Skiing |
| Goalball | Golf |
| Gymnastics | Ice Hockey |
| Judo | Karate |
| Lacrosse | Lawn Bowls |
| Luge | Pentathlon |
| Racquetball | Ringette |
| Rowing | Rugby |
| Sailing | Shooting |
| Skateboard | Skeleton |
| Ski Jumping | Snowboard |
| Soccer | Softball |
| Speed skating | Squash |
| Surfing | Swimming |
| Swimming - Artistic | Table Tennis |
| Taekwondo | Tennis |
| Triathlon | Volleyball |
| Water Polo | Water Ski and Wakeboard |
| Weightlifting | Wheelchair Basketball |
| Wheelchair Rugby | Wrestling |

Provincial Sport Organizations

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

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|---|---|
| Alberta Alpine | Athletics Alberta |
| Badminton Alberta | Alberta Amateur Baseball Council |
| Alberta Basketball | Alberta Baton Twirling Association |
| Biathlon Alberta | Alberta Bicycle Association |
| Alberta Bobsleigh | Bowling Federation of Alberta |
| Boxing Alberta | Alberta Broomball |
| Alberta Cheerleading Association | Nordiq Alberta |
| Alberta Curling Federation | Darts Alberta |
| Alberta Diving | Alberta Equestrian |
| Alberta Fencing Association | Field Hockey Alberta |
| Skate Canada: Alberta-NWT/Nunavut | Football Alberta |
| Freestyle Alberta | Alberta Golf |
| Alberta Gymnastics Federation | Hockey Alberta |
| Alberta Horseshoe Pitchers Association | Judo Alberta |
| Karate Alberta | Alberta Lacrosse |
| Bowls Alberta (Lawn) | Alberta Luge Association |
| Alberta Orienteering Association | Alberta Racquetball |
| Rhythmic Gymnastics Alberta | Ringette Alberta |
| Alberta Rowing Association | Rugby Alberta |
| Alberta Sailing Association | Alberta Federation of Shooting Sports |
| Alberta Ski Jumping and Nordic Combined Association | Alberta Snowboarding |
| Alberta Soccer | Softball Alberta |
| Alberta Speed Skating | Alberta Sprint Racing Canoe Association |
| Squash Alberta | Swim Alberta |
| Alberta Artistic Swimming | Alberta Taekwondo Association |
| Archery Alberta | Alberta Team Handball Federation |
| Tennis Alberta | Triathlon Alberta |
| Volleyball Alberta | Alberta Water Polo |
| Water Ski Wakeboard Alberta | Alberta Whitewater Association |
| Alberta Amateur Wrestling Association | |