

Sport, Culture, Heritage and Tourism

2025-2026 SPORT EVENT HOSTING PROGRAM (SEHP) – Guidelines

PURPOSE:

The Sport Event Hosting Program (SEHP) supports eligible sport organizations with costs associated with hosting amateur championships and tournaments in Manitoba.

DEADLINE:

Applications are due as follows:

- **April 1, 2025** for events taking place between April 1, 2025 to September 30, 2025
- **August 1, 2025*** for events taking place between October 1, 2025 to March 31, 2026

The Department may consider events taking place between April 1, 2025, to March 31, 2026, in either intake period.

Funding decisions will typically be communicated 6-8 weeks from the published application deadline.

OBJECTIVES:

This program supports the department’s mandate to:

- develop and strengthen the sport sector in Manitoba
- support the performance of Manitoba athletes
- build Manitoba’s profile in the national and international sport community; and
- increase opportunity for Manitoba sport organizations to host events

LEVEL OF ASSISTANCE:

SEHP will cover eligible event costs on a sliding scale to a maximum of \$15,000.00 per event (see chart below). Successful applicants may receive less than the amounts below if there is significant program demand.

| Total Event Budget | Maximum Eligible Expenses Awarded |
|---------------------|--|
| <\$5,000 | Up to 100% of eligible expenses |
| \$5,000-\$19,999 | Up to 75% of eligible expenses |
| \$20,000-\$49,999 | Up to 50% of eligible expenses to a maximum of \$15,000 |
| \$50,000-\$99,999 | Up to 25% of eligible expenses to a maximum of \$15,000 |
| \$100,000-\$249,999 | Up to 10% of eligible expenses to a maximum of \$15,000 |
| >\$250,000 | Events with a budget larger than \$250,000 will not be considered under the Sport Event Hosting Program. Please contact the Department for additional information. |

Large sporting events with a total budget exceeding \$250,000 may be considered for funding on a case-by-case basis. Applicants should contact the Sport and Tourism Policy Branch at sporttourismpolicy@gov.mb.ca for additional information as soon as possible prior to the event.

ELIGIBILITY:

Eligible Organizations:

Applicants must fall under one of the following categories to be eligible for support through SEHP:

- Not-for-profit sport organizations that provide or support amateur sport training and competition in Manitoba and must:
 - be incorporated as a not-for-profit for at least a year and in good standing with federal or provincial registering agency;
 - have a constitution, by-laws, and Articles of Incorporation that clearly define the nature, objectives and tasks of the organization;
 - have an accountable board of directors who meets regularly and serves without remuneration; and
 - have an organizational plan, annual budget and established financial accountability policies and practices.
 - **This includes, but is not limited to:**
 - Provincial Sport Organizations (PSOs)
 - National Sport Organizations (NSOs)
 - Amateur sport clubs or teams (CSOs)*
- Temporary organizations, committees, or sub-committees formed for the express purpose of organizing a one-time amateur sport tournament.
- Colleges and universities affiliated with the Canadian Collegiate Athletic Association or USports.

*Events hosted by Amateur sport clubs or teams must be sanctioned and/or recognized by an affiliated Provincial Sport Organization (PSO) in the case where a PSO exists. College/university events and/or events where a PSO does not exist, must demonstrate proof of insurance.

Ineligible Organizations

The following organizations are not eligible for support through SEHP:

- Not-for-profit organizations whose primary purpose is **not** sport such as, performing arts groups, ethnocultural organizations, agriculture societies/animal husbandry groups, rodeo boards etc.
- religion-based institutions including churches, synagogues, mosques, temples, places of worship and affiliates;
- agencies whose primary purpose is grants allocation;
- for-profit organizations, committees or sub-committees for professional sporting events, or any other sport event with the express purpose to generate a profit;
 - organizations in this category may be considered in special circumstances. Applicants should contact the Sport and Tourism Policy Branch for additional information.
- Federal or Provincial government departments and crown agencies;
- Municipalities, municipal departments and agencies; schools and daycares
- past grant recipients who have not fulfilled reporting requirements

Eligible Events

- Interprovincial or international sport championships or one-time sport tournaments* (Western Canadian Championships, National Championships etc.)
- New annual regional, provincial, interprovincial, or international sport tournaments (invitationals that have received funding through the Sport Event Hosting program for two years or less)

Events, such as provincial championships (Team Manitoba selection events) or regional tournaments, may be considered for funding under exceptional circumstances. Applicants should contact the Sport and Tourism Policy Branch for additional information as soon as possible prior to the event.

Ineligible Events

- sports events that are for-profit or organized for fundraising purposes;
- training activities, programming and/or league play;
- activities that are primarily recreational.

*Sport tournaments are defined as organized sporting competitions held over a limited time period (typically several days) in which teams/athletes qualify and/or register to compete in a progression of games/matches to determine an overall winner.

Eligible Costs:

- venue/space rental costs (applicant cannot own an equity stake in a rented building);
- janitorial service fees connected to venue rental;
- event equipment rental, including technology/electronics;
- remuneration, mileage and accommodations for officials
- athlete/coach/staff transportation/travel costs within Manitoba (Bus from Winnipeg to Brandon, on-site transportation etc.);
- coaching, official and athlete development associated with the event (coaching clinic, seminar etc.);
- website development/livestream costs;
- advertising/marketing costs;
- volunteer hospitality expenses (food, t-shirts for volunteers etc.);
- honoraria for professional services rendered (medical staff etc.)

Ineligible Costs:

- purchase of equipment;
- construction, renovation or other capital costs;
- utilities;
- fixed structures (plaques, statues, etc.);
- athlete/coach/staff transportation/travel costs from outside Manitoba (Air travel or mileage to Winnipeg etc.)
- athlete, coach, staff and official hospitality/banquet/reception costs (such as food/alcohol/entertainment);
- awards, prizes, including ribbons, trophies and medals, prize monies and gifts for athletes/coaches/officials;
- scholarships or grants;
- purchase of athlete/coach uniforms or event merchandise for resale;
- salaries and benefits of Host organization employees;

ASSESSMENT AND NOTIFICATION:

Funding decisions are based on:

- Alignment with program eligibility criteria
- Assessment of the application. Factors assessed include:
 - degree to which proposed activities reflect program objectives
 - feasibility of the event
 - impact of the event on the sport sector and community in which the event is taking place
- Priority will be given to events that support government priorities such as those taking place in rural/underserved regions, those that include elements that support Equity, Diversity, Inclusion, Accessibility and/or Indigenous Reconciliation.

Meeting the general and eligibility criteria does not guarantee funding nor does failure to receive financial support reflect a negative assessment of an application. Previous funding from the department does not guarantee funding in future years. It is not the intent of this program to duplicate assistance provided by the department or other provincial departments and agencies.

GRANT DISBURSEMENT:

Grants will be paid in one installment after the event takes place, following receipt of the signed **Funding Agreement**, **Final Report Form** and **Final Budget Template** (see Reporting Requirements).

REPORTING REQUIREMENTS:

Successful applicants will receive a Final Report Form and Final Budget Template which are due **30 days** after completion of the event or provision of the Funding Agreement by Manitoba, whichever is later. **Final reports that are incomplete or late can result in forfeiture of grant funding.**

APPLICATION PROCEDURE:

Applicants must complete and submit an application form and event budget to the Sport and Tourism Policy Branch of the Department of Sport, Culture, Heritage and Tourism by email to sporttourismpolicy@gov.mb.ca by 11:59pm on the published due date.

The Sport and Tourism Policy Branch may request additional information beyond that included in the application.

Please contact the Sport and Tourism Policy Branch of the Department of Sport, Culture, Heritage and Tourism for any question or to discuss your application.