



SPORTS EVENT GRANT PROGRAM

FINAL REPORT - PAGE 1

DUE 60 days after completion of event

Name of Event, Organization and Address:

Completion Date:

The event described on our application for grant funds from the MA Sports Marketing Office at the Massachusetts Office of Travel and Tourism has been completed, and the following information is provided. (Please attach all applicable of the following):

1. Final Report: a written report or statement about your event or program
2. Copies of all ads and flyers
3. A copy of completed brochure, publication, or literature
4. Event Visitor Report - attached form (page 2)
5. Budget Reconciliation:
 - a. Total Actual Revenue \$ _____
 - b. Total Actual Expenses \$ _____
 - c. Total Actual Net (Revenue - Expenses) \$ _____
 - d. Total Actual Promotional/Marketing Expenses \$ _____
6. Approved Grant Funds Request \$ _____

I certify, under penalty of perjury, that the final report and all attachments are correct, truthful, and complete in all respects.

Program Director Date



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Visitor Report

The Massachusetts Sports Marketing Office desires to know more about the attendance at your event. Please complete the "actual" and the answer the questions upon completion of the event. Include a copy with your Final Report.

Event Title: _____

Actual:

Total attendance at event _____

% of local attendance _____

% of in-state (out of county) attendance _____

% of out-of-state attendance _____

Attendees Room Night Information:

of nights _____

of hotel/motel rooms booked per night:

1st night 2nd night 3rd night

Please list states where a majority of your attendees originated: _____

Post-Event Questions:

1. How did this event meet the stated goals and objectives?
2. How did this event achieve desired visitor attendance goals?
3. Is this event planned for next year?

Submit to:

MA Sports Marketing Office

Attn: Shannah McArdle

10 Park Plaza

Boston, MA 02116