



**SPORT TOURNAMENT GRANT APPLICATION FORM**

Legal Name of Organization: VANCOUVER ISLAND SLOPE STYLE

Mailing Address: [REDACTED]

Postal Code: [REDACTED] Phone: [REDACTED] Fax: N/A

Email: [REDACTED]

Contact Person: JEN COOKMAN Position: COORDINATOR

Society Registration Number: \_\_\_\_\_ (If not registered, please leave blank)

Total Budget: \$ 28,000.00 Grant Total Requested: \$ 7,000.00

Date Submitted: \_\_\_\_\_

Has your organization applied for other City of Nanaimo funding related to this event?

Yes \_\_\_ No X ? If so, please list the type and amount of funds requested.

Name of Grant	Amount	Approved

What events in the past have your organization produced/sponsored?

Year	Event and Location	# Attending
1. 2024	VANCOUVER ISLAND SLOPE STYLE FMB STEVE SMITH BIKE PARK	350
2. 2023	VANCOUVER ISLAND SLOPE STYLE FMB STEVE SMITH BIKE PARK.	300
3.		

Please provide information requested:

1. Name of Event: VANCOUVER ISLAND SLOPESTYLE - FMB BRONZE EVENT
2. Type of Tournament (please circle): Local Regional Provincial **National**
3. Times & Dates of Event: JUNE 27-28, 2025
4. Location (s): STEVE SMITH BIKE PARK.
5. Age range of participants (please circle): 0-18 / 19-44 / 45+ / **All Ages**
6. From where will participants/spectators come? (Please provide a projected estimate of numbers attending your event. If your event was held previously, please include actual numbers for the previous year).

PARTICIPANT INFORMATION	Estimated # Attending	Previous Year's Attendance
From Mid Vancouver Island (from Duncan to Courtenay)	18	15
From other areas of Van. Is. (north of Courtenay, south of Duncan)	8	6
From BC Mainland	10	10
From other provinces	6	5
From US or other international destinations	8	7
<b>TOTAL PARTICIPANTS FROM ALL AREAS:</b>	<b>50</b>	<b>43</b>
SPECTATOR INFORMATION	Estimated # Attending	Previous Year's Attendance
From Mid Vancouver Island (from Duncan to Courtney)	300	275
From other areas of Van. Is. (north of Courtney, south of Duncan)	50	40
From BC Mainland	25	25
From rest of Canada	10	10
From US or other International destination	5	5
<b>TOTAL SPECTATORS FROM ALL AREAS:</b>	<b>400</b>	<b>350</b>

6. Is this a new event? **Yes** / No
7. How long has your organization existed in Nanaimo? 2 Years
8. Please provide a summary of your event in one or two typed pages (minimum size 10 font), including:
  - Purpose of the event
  - Scheduled activity
  - How your event will be marketed.
  - How you will provide public recognition of municipal contribution
  - How you will evaluate the success of the event
  - Has your event created any new components from previous year?
9. The information in this application is a true and accurate representation of our event.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Date: \_\_\_\_\_

**Note: Your submission should only include two-page application form, two-page budget form, and one or two-page summary of your event.**

## **Purpose of Event**

The FMB was founded in 2010 and is the world governing body for the sport of freeride mountain biking. It is registered as a not-for-profit organization in Germany. The purpose of the FMB is to promote free ride mountain biking sports, including the development, governance, and structure of free ride disciplines: dirt jump, park, slopestyle, and big mountain. The FMB World Tour is the official international circuit of both amateur and professional FMB competitions. Freeride athletes compete in sanctioned competitions around the world to earn points to qualify for the annual World Championship.

The proposed third annual Nanaimo freeride event will be a bronze-level competition, attracting both amateur and professional riders to the world-renowned Steve Smith Bike Park. This event not only contributes to Nanaimo's reputation as a premier destination for biking, but also engages the local community, inspires youth participation, and fosters economic opportunities for the city. By hosting this event, Nanaimo strengthens its ties to the global freeride, pump track, and mountain biking communities while honouring the late Steve Smith, a Nanaimo boy and one of Canada's most celebrated downhill mountain bike riders.

## **Scheduled Activity**

Athletes will be expected to arrive at the park Friday, June 27 for registration and practice runs with the competition occurring on Saturday, June 28.

## **How your Event will be Marketed**

As the third annual event, we have already established a dedicated following on social media. We have budgeted to "boost" promotional posts leading up to the event, ensuring maximum reach and engagement.

As a sanctioned FMB event, the organization will promote the event as part of the circuit to their domestic and international followers.

Additionally, we have widespread connections to the biking community, including the Steve Smith Legacy Foundation (with over 2.2k social media following), and local and regional bike shops and organizations.

By combining digital marketing, community partnerships, and traditional media outreach, we aim to maximize event exposure.

## **Recognition of Municipal Contribution**

If this application is successful, we would be pleased to recognize the City of Nanaimo's support through various promotional activities. We welcome the City to display signage at the event and invite representatives to attend and set up an information booth at the bike park allowing for direct engagement with spectators and participants.

Additionally, all financial and in-kind contributors to the event will be acknowledged in event promotions, including social media posts, event materials, and public announcements where appropriate.

### **Evaluation**

This event can be measured primarily by the opportunities it provides for local riders to earn points towards World Championship qualification. Another key indicator of success is the event's ability to attract riders from outside of the region, encouraging them to experience Nanaimo's world-class biking facilities. We are confident that new visitors to the Steve Smith Bike Park will be motivated to return, further solidifying Nanaimo as a premiere destination for freeride mountain biking.

The Steve Smith Bike Park was developed to inspire and develop the next generation of bikers. By hosting some of the best free riders in our community, local riders will witness world class talent. By observing and participating in world class events, local talent will improve. Further, it is the intention that some of the guest competitors recognize the current amenities of and the potential for bike related events in central Vancouver Island and return multiple times in the future. The increase in local talent and the influx of skilled riders visiting the area will encourage and support biking development within our region.

As a free event for the public, we are not able to capture accurate optics related to attendance. However, we will be recording estimates of attendance. We recognize that selling tickets would be beneficial to the event's revenue, we believe that events, such as this, are great opportunities to promote low barrier community activities. The Steve Smith Bike Park is a public city park available to all community members at no cost. As such, this event can be considered a free promotion for one of the city's best community assets. The Steve Smith Bike Park is a public facility designed to be accessible to all, and this event serves as a celebration and promotion of one of Nanaimo's premier recreation assets.

### **Amendments from Previous Years**

The upcoming event will mark the third annual freeride competition, building on the success and positive impact of the previous two years within both the freeride and broader biking community. This year introduces a notable enhancement, Nanaimo's upgraded BMX facility will be available to both competitors and spectators, potentially attracting a larger and more diverse group of participants.

Additionally, we have strategically scheduled the event to avoid conflicts with other Canadian competitions on the freeride circuit, maximizing the opportunity for more athletes to attend. By refining the timing and taking advantage of improved local facilities, we aim to expand participation, enhance the event experience, and further establish Nanaimo as a key biking destination.

**EXPENSES 2025**

Salaries, Fees, and Commissions		
FMB Fee	350 EU	750
Coordinator	in kind	3000
Assistant Coordinator	in kind	1500
Marketing		
Online promotions		200
Printing (banners, posters)		300
Professional Services		
First Aid	250 per day	500
Judge 1	in kind	500
Judge 2	in kind	500
Judge 3	in kind	500
Announcer	250 per day	500
Photographer		2500
Track Marshall	in kind	250
Graphic Designer	in kind	1250
Online Registration platform		500
Event Insurance		1000
Facility Rental		350
Other Services		
Bleachers		200
Outhouses		500
Sound System Rental		1250
Food & Beverage		
Volunteers		500
Participants		100
Media/ VIP		150
Accommodation Costs		
Judge Accommodation		1500
Merchandise (Souvenirs, Awards, Prizes)		
Cash Awards		5500
Prizes	in kind	2000
Merchandise		1500
Transportation & Storage		
Bike Storage	in kind	250
Materials & Supplies (Tape, pens, clipboards, sunscreen)		200
Sundry		250
<b>TOTAL</b>		<b>\$ 28,000.00</b>

**REVENUE 2025**

Earned Revenue		
Admission		0
Compeitor Registration		2000
Merchandise Sales		1500
Sponsorship		
Steve Smith Legacy Foundation		5000
Cookman Family		3250
City of Nanaimo		7000
In Kind		
Coordinator	in kind	3000
Assistant Coordinator	in kind	1500
Judge 1	in kind	500
Judge 2	in kind	500
Judge 3	in kind	500
Track Marshall	in kind	250
Graphic Designer	in kind	1250
Bike Storage	in kind	250
Prize Donations		
Arrowsmith		1500
<b>TOTAL</b>		<b>\$ 28,000.00</b>