



FY2023

## Sports & Cultural Ambassador Program

### Grants-in-Aid Information Packet

**DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM**

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## BACKGROUND AND OVERVIEW

### Purpose

The purpose for announcing this procedure is to:

1. Communicate the basis for the Sports and Cultural Ambassadorship financial assistance program to enhance the fulfillment of GVB's mission;
2. Leverage the Tourism Attraction Fund for maximum benefit to the community;
3. Provide the structure that will allow merit-based awards to sports ambassadors and Chamorro cultural ambassadors; and
4. Provide after action reporting documentation and accountability for the Guam Visitors Bureau's financial assistance program.

### Introduction

The mission of the Guam Visitors Bureau Destination Development and Management Program is to promote Guam as an island of natural beauty that is safe to visit, and live with friendly people, varied sports and cultural events and activities. The most recent initiative to support sports and cultural ambassadors calls for the following strategy and criteria:

**Strategy:** Provide opportunities for sports and cultural ambassadors to promote Guam's rich and unique culture abroad to raise awareness and educate other communities of our island as a safe, clean, and pleasant destination of choice.

**Criteria:** Generate awareness of the Guam brand; achieve national and international media recognition and exposure; attract visitors to Guam; provide residents with opportunities to attend and participate in approved sports and cultural activities abroad, which add to Guam's quality of life; and generates public relations marketing value toward key markets and increases diversification value.

### Objectives

Guam Visitors Bureau is soliciting proposals/applications to support opportunities for sports and cultural ambassadors to strengthen existing, and to attract new visitor markets through their participation in activities abroad.

- Provide funding for sports and cultural ambassadors traveling abroad to participate in sporting and cultural events/activities overseas;
- Strengthen relationships and develop opportunities for hosting international events on Guam through the participation of overseas events;
- Raise awareness of Guam's unique culture, sporting activities and events overseas;
- Aid in the diversification of Guam to attract new markets.

## **Definitions**

1. **Cultural Ambassador:** Any individual actively engaged in and capable of representing Guam in the Chamorro performing arts either in Chamorro cultural song, dance and/or chanting.
2. **Sports Ambassador:** Any individual actively engaged in and capable of participating in a sporting contest or feat requiring physical strength, speed and or endurance. Sports Ambassador may be professional or amateur.

## Specifications

The Guam Visitors Bureau has budgeted a specific amount of funds for the Destination Development & Management Program of our island. The Guam Visitors Bureau reserves the right to use a portion of its product enrichment budget to accept or solicit proposals/applications for projects that it believes will fulfill its product development strategy and objectives.

All monies awarded under this Grants-in-Aid program are subject to the availability of funds.

## Application/Proposal Conditions

1. Funds requested shall be used to offset 50% of total travel expenses for Sports and Cultural ambassadors deemed critical and essential to participate and represent Guam in international tournaments, competitions, exhibition shows and/or any overseas event approved by the Guam Visitors Bureau.
2. A completed application in the manner required in the attached Application Instructions must be submitted by **(90) Government of Guam working days prior to the scheduled departure date**. This application must include:
  - Completed Application Form [see attached];
  - Detailed Description of the overseas event/activity being attended in accordance with the attached Proposal/Application Outline [see attachment A];
  - Detailed breakdown of sports and cultural ambassadors deemed essential and critical to travel in order to participate in the overseas activity/event. Listing must include the role and responsibility of each sports and cultural ambassadors relative to fulfilling the objectives and mission of the sports team and/or cultural group;
  - Sports/Cultural organizations must provide **(3) airfare travel cost quotations that reflect airfare prices gathered (90) Government of Guam working days prior to the scheduled departure date**. All travel cost quotations gathered must reflect economy seating prices only, no special arrangements will be extended for priority seating;
3. This Grants-in-Aid program is for projects occurring within the 2023 fiscal year starting **October 1, 2022 and ending September 30, 2023**.
  - Funds will be allocated at the beginning of each fiscal year. However, all monies awarded under this Grants-in-Aid program are subject to the availability of funds.
4. The Guam Visitors Bureau Destination Development and Management Program will also adhere to the following guidelines:
  - The Guam Visitors Bureau reserves the right to approve or deny funding based on the specified overseas event being participated;
  - The Guam Visitors Bureau reserves the right to approve or deny funding for a participant based on their role and responsibility as specified;
  - The Guam Visitors Bureau shall only provide funding support up to 50% of total travel expenses based on the final airfare cost provided by either the airline or travel agency used to procure travel;
  - The Guam Visitors Bureau reserves the right to approve or deny funding to any sports or cultural ambassador based solely on the sport or cultural activity being displayed, promoted, and or demonstrated.
  - Cultural ambassadors seeking funding support to participate in events overseas must perform and display music, song, chanting and dance unique to Guam. All other forms of performing arts are subject to review and approval by GVB.

- Only one proposal/application per applicant group or individual will be accepted. Sports and cultural ambassadors receiving funding support within this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.
- The Guam Visitors Bureau reserves the right to deny funding to any individual/group whom has already received appropriations within the fiscal year.
- The Guam Visitors Bureau shall only provide funding support to sports and cultural ambassadors on-island and shall deny all off-island applicants.
- The Guam Visitors Bureau reserves the right to deny funding to any individual and/or group that has negatively impacted Guam in past performances and/or events.
- The Guam Visitors Bureau shall not provide funding support for cargo cost and/or additional baggage cost.
- All sports and cultural ambassadors must knowingly give sponsorship credit to the Government of Guam and must provide and extend opportunities to the Guam Visitors Bureau to display, unify and brand uniforms and materials with the Guam Brand logo as the official icon of Guam.
- The Guam Visitors Bureau reserves the right to deny funding to any individual and/or group that may display any images, icons, and/or is supported by sponsors that may negatively impact Guam's image.
- The Guam Visitors Bureau reserves the right to deny funding to an individual and/or group that is listed as a sex offender as a participant representing Guam.
- The Guam Visitors Bureau will not make any exceptions to a revised listing of travel participants or expenses incurred after the review and approval of the original listing as approved by the Guam Visitors Bureau.
- The Guam Visitors Bureau reserves the right to seek reimbursement if a listed sports and cultural ambassador is/was unable to attend. Revisions made to the original listing of sports and cultural ambassadors must be approved by the Guam Visitors Bureau before travel is initiated, the Guam Visitors Bureau reserves the right to deny funding for any sports and/or cultural ambassador that has traveled but not identified in the original listing as provided to the Guam Visitors Bureau.

## **Evaluation Criteria**

Proposals/Applications will be evaluated based on the following criteria:

### **1. Qualifications (40 points)**

- A. Detailed description of overseas event being attended/purpose of participation (40 points)

### **2. Proposal/Application (35 points total)**

- A. Ability to provide all documentation as requested:

- (1) Submission of (3) economy class airfare travel cost quotations gathered and recorded (90) Government of Guam working days prior to scheduled departure date.
- (2) Detailed breakdown of sports and cultural ambassadors deemed essential and critical to travel in order to participate in an overseas activity/event. Listing must include each sports and cultural ambassadors role and responsibility relative to fulfilling and achieving the objectives and mission of their sports team and/or cultural group.

### **3. Demonstration of fiscal accountability (25 points)**

- A. As demonstrated through:

- (1) Post Event reporting to account for the participation of any sports and cultural ambassador which includes the following:
  - Must provide all airline-boarding passes for each sports and cultural ambassador to account for each traveler's participation as identified.
  - Must include event photos and/or any related materials in the event sports and cultural ambassadors and/or Guam receives international media exposure and awareness either through electronic and social media and/or traditional media platforms. Materials may be provided in electronic format or as printed materials.
  - Must also include a final paid invoice with amount as provided by the airline vendor or travel agency used to procure travel.

## FREQUENTLY ASKED QUESTIONS

1. Who can apply?

Guam resident sports athletes or Chamorro cultural performers that meets the strategy, criteria, objectives and proposal/application conditions as outlined in the Destination Development & Management Program Packet.

2. What types of overseas events/activities will be considered?

Overseas events and activities include but are not limited to the following: Trade shows, tournaments, contest, exhibitions or any event or activity as approved by the Guam Visitors Bureau.

3. Is there a limit to the amount of funding that can be requested in each proposal/application?

Up to \$5,000.00 may be approved per applicant/group.

4. Can multiple proposals/applications be submitted?

Only one proposal/application per applicant per project will be accepted. Applicants receiving appropriations from the Tourism Attraction Fund in this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.

5. What is the timeline for this process?

Deadline to submit a proposal/application is **(90) Government of Guam working days**. GVB Management will review and approve eligibility and make recommendations on the ceiling amount granted. Appropriate members from the Bureau's Sports and Events committee along with the Culture Heritage committee may be part of a review panel to review proposals/applications. Evaluations and recommendations shall be made by GVB's management or a committee motion may go before the GVB Board of Directors for approval via committee minutes for information purposes.

6. Will another Call Out for this Grants-in-Aid program be issued later in the year?

Calls out will be made on the Guam Visitors Bureau's corporate site [visitguam.org](http://visitguam.org) pending the availability of funds from the Guam Visitors Bureau.

7. How are payment scheduled determined? What documentation is required for payment on the contract to be made?

The payment schedule is negotiable after the grant is executed. For payments to be processed, the grantee must submit a signed invoice along with a signed GVB vendor registration form and W9 tax form (GVB to provide vendor registration form and W9). All deliverables must be submitted for payment to be processed per award. The Guam Visitors Bureau is required to retain 25% of the approved funding for final payment to be made once the agreement and all final post reporting has been fulfilled. For the final payment to be made, additional deliverables include a final report and final budget on the forms provided.



**GUAM VISITORS BUREAU  
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM**

**APPLICANT INSTRUCTIONS**

All of the following items must be submitted as part of your proposal/application package by **(90 Government of Guam working days)** for your application to be considered for funding.

1. Complete the attached "Application Form." Do not recreate.
2. Prepare a detailed description of the event being attended to include purpose for participation. *[Attachment A]*
3. Prepare detailed listing of sports and cultural ambassadors deemed essential and critical to travel in order to participate in an overseas activity/event. Listing must include each sports and cultural ambassadors role and responsibility relative to fulfilling and achieving the objectives and mission of their sports team and/or cultural group. *[Attachment B]*
4. Other required documents:
  - A. Submission of (3) economy class airfare travel cost quotations gathered and recorded (90 Government of Guam working days prior to scheduled departure date.
  - B. Must provide all airline-boarding passes for each sports and cultural ambassador to account for each traveler's participation as identified.
  - C. Must include event photos and/or any related materials in the event sports and cultural ambassadors and/or Guam receives international media exposure and awareness either through electronic and social media and/or traditional media platforms. Materials may be provided in electronic format or as printed materials.
  - D. Must also include a final paid invoice with amount as provided by the airline vendor or travel agency used to procure travel.
5. The total proposal/application package shall include all of the documents listed in 1-4 above. Failure to provide these documents in a manner described herein will provide a basis to reject your proposal /application as being non-responsive.
6. Please do **not** use report covers, binders or include extraneous materials with the proposal/application packet.
7. Please note that if your application is selected for funding and an agreement is awarded, your application and contract/agreement becomes a public document, available for public inspection. Unless you identify any information that you deem to be proprietary, all information stated in your proposal/application will be made available for public inspection.
8. Submit original proposal/application to:

**Mr. Carl T. C. Gutierrez  
President & CEO  
Guam Visitors Bureau  
401 Pale San Vitores Road  
Tumon, Guam 96913**

**GUAM VISITORS BUREAU  
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM  
APPLICATION FORM**

**ORGANIZATION**

Sports/Cultural Team/Organization: \_\_\_\_\_

Mailing Address:

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Pager: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address:

\_\_\_\_\_

Website Address:

\_\_\_\_\_

**GENERAL BACKGROUND (Maximum One Page)**

1. **DESCRIPTION OF ORGANIZATION:** Provide a brief history on development and accomplishments of the organization and/or individual.
2. **QUALIFICATIONS AND EXPERTISE:** Provide a detailed listing describing the qualifications, expertise, role and responsibility of each sports and cultural ambassador participating in the overseas event or activity.

**ORGANIZATION STATUS**

- a. Sports Related Travel  Cultural Related Travel
- b. Date Filed: \_\_\_\_\_

**Have you received funding assistance from the Guam Visitors Bureau in prior years?** \_\_\_\_\_

\_\_\_\_\_

**Project Name:** \_\_\_\_\_

**Amount:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**PROPOSED OVERSEAS EVENT/ACTIVITY**

Name of Proposed Sports or Cultural event/activity being attended:

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Proposed Location:

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Proposed Travel Date (s): \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Please provide (3) airfare price quotations and attach price quotations as gathered by each respective airline and/or travel agency:

Price quote #1:

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Vendor name:

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Vendor Contact information:

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Price quote #2:

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Vendor name:

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Vendor Contact information:

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Price quote #3:

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Vendor name:

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Vendor Contact information:

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Please provide a detailed listing of each Sports or Cultural Ambassadors expected to travel to participate in the overseas event/activity: (Please include each sports or cultural ambassadors role or responsibility as part of the team or group)

This application is submitted for consideration under the Guam Visitors Bureau Destination Development & Management Program for the following niche market area (check only one):

- Cultural Tourism
- Sports Tourism

### PROJECT DESCRIPTION/HISTORY (Maximum Four Pages)

1. DESCRIPTION OF THE EVENT BEING ATTENDED: Provide an overview of the proposed event you will attend. Provide the purpose for attending the requested event?
2. GOALS AND OBJECTIVES: Describe the goals and objectives for your group/team or as an individual participating at the proposed event. What will your participation accomplish? How will the project meet the objectives of the Program? How will this project contribute positively to Guam's image and the overall awareness of Guam?
3. COMMUNITY SUPPORT AND INVOLVEMENT: As a condition of this award. Are you and all those listed to receive funding support prepared to complete community service hours as a condition for receiving public funds: Yes  No

### PROJECT IMPACT (Maximum One Page)

1. BENEFITS AND OUTCOMES: What do you expect to be the benefits and outcome of your participation overseas? Explain in detail.

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### Legal Assurances

In the event that a grant is awarded as a result of this application, *the following terms and conditions shall be complied with* as signified by the applicant's signature. This application shall become a part of the legally binding contract between the applicant and the Guam Visitors Bureau.

1. The **grant** cannot be assigned to a different group or individual or transferred *without prior written approval* of GVB.
2. The **grantee** shall submit up to date information regarding travel dates, times and locations of the event to take place for consideration and review by GVB. The grantee is requested to provide free admission to events for review.
3. The **grantee** shall submit the completed **Final Project Report** form summarizing the project and expenditures to GVB *within thirty (30) days of the project's completion*. The final 25% of the grant award will be made upon approval by GVB of the Final Project Report.
4. The **grantee** agrees to report all necessary information, provide all records as requested by the Guam Visitors Bureau.
5. The financial accounts shall be subject to audit by appropriate agencies of the Territory of Guam. The **grantee** shall be responsible for the safe keeping and identification of records maintained to account for funds awarded herein. Said records must be kept in the grantee's files for a period of three (3) years after completion of the project.

6. Credit is to be given to the **Guam Visitors Bureau, Government of Guam**, in all brochures, press releases, programs, publications, tickets, and other printed materials. When no printed matter is utilized, *verbal credit* shall be given prior to each performance or presentation.

**CERTIFICATION (Unsigned proposals/applications will not be accepted.)**

The information contained in this application and all attachments and supporting documents and materials, is true, correct and complete, to the best of my knowledge and belief; that it was provided in good faith, with the knowledge and intention that the Guam Visitors Bureau may rely upon said information in reaching a decision to grant our request.

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Applicant Signature:

Name (Please Print):

Fiscal Officer/Second Responsible:

Contact with Organization:

Date of Application:

---

**Certified By**

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**\*\*NOTE: Grant Applications submitted without the required documents by the grant deadline date will not be accepted.**

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**FOR GVB OFFICE USE ONLY**

Date Received: \_\_\_\_\_ Received by: \_\_\_\_\_

Amount Requested: \_\_\_\_\_ Amount Recommended: \_\_\_\_\_

Funding Source: \_\_\_\_\_ Account No.: \_\_\_\_\_

Board Approval Date: \_\_\_\_\_ Amount Approved: \_\_\_\_\_

Date Financial Report Due: \_\_\_\_\_ Date Financial Report Received: \_\_\_\_\_

By Sports Tourism Officer: \_\_\_\_\_