



## GRANT APPLICATION FORM

**MISSION: GAME ON!** is a community initiative led by the Mission Regional Chamber of Commerce (MRCC) and Community Futures North Fraser, designed to help Mission businesses and organizations host high-quality, welcoming soccer watch party experiences during the FIFA World Cup 2026 matches hosted in Vancouver.

### The program will:

- Support local businesses to host FIFA-compliant watch parties
- Drive visitor spending and local pride
- Create a centralized online hub to promote events and provide clear guidance on FIFA branding rules

### Our objectives are to:

- Enable Mission businesses to capitalize on increased tourism/interest during the World Cup
- Reduce barriers for small businesses to host public watch parties
- Ensure all activities are compliant with FIFA marketing and branding regulations
- Promote Mission businesses as a welcoming, vibrant place to gather during the games

### Grant Overview:

- Eligible venues may apply for a one-time grant of min. \$250 for the entire World Cup period.
- A maximum of eight (8) \$250 grants will be awarded.
- Funding will be allocated across approved venues to maximize city-wide impact, diversity of participation, and geographic distribution.
- Final approval of venues and grant amounts rests with the MRCC.

**Eligible Expenses\*:** Grant funds may be used only for the following eligible expenses\*\*:

- Watch-party specific décor (flags, table décor, theming elements)
- Prizes for patrons (giveaways, contests, in-house promotions)
- Audio-visual upgrades or rentals
- Food and beverage support

\*Approved grant recipients must submit a post-event report, see details below.

\*\*Ineligible costs include any capital improvements, permanent fixtures or equipment.

**Venue Requirements:** Approved venues will be required to:

- Share details of promotions, events, & match schedules with MRCC for inclusion on the hub
- Display promotional materials provided by MRCC
- Comply with all advertising, branding, and World Cup-related usage guidelines

**Eligible Applicants:** Approved applicants and related venues must meet all of the following criteria:

- A licensed restaurant, bar, pub, or hospitality venue located within the City of Mission
- All required municipal/provincial licenses to host events and serve alcohol (if applicable)
- Be open to the public for watch party events
- Temporary or pop-up venues are not eligible
- National or multi-location chains may be considered at MRCC's discretion

**Broadcast & Brand Compliance:** Applicants are solely responsible for ensuring they have legal access to broadcast World Cup matches at their venue.

**Approved applicants/venues must:**

- Comply with all applicable broadcast licensing requirements
- Adhere to FIFA and World Cup-related brand and usage restrictions
- Not use protected logos, trademarks, or language unless expressly permitted

Failure to comply with broadcast or brand requirements may result in withdrawal of funding or denial of reimbursement.

**Insurance & Liability:** The Mission Regional Chamber of Commerce and Community Futures North Fraser do not assume any liability for events hosted by participating venues. Venues are responsible for all required insurance, staffing, security, and safety measures associated with their events.

**Promotion Expectations:** Approved venues are expected to actively promote their watch parties through at least one owned channel (ie. in-venue promotion, social media, or website).

**Reporting Requirements:** As a condition of funding, approved venues are required to complete a post-event reporting form within 20 days of the conclusion of their watch party, which includes:

- Number of games hosted
- Estimated attendance per game (rough estimates only; no formal counts required)
- Event imagery\* (3–5 photos showing the watch party environment and fan engagement)

\*Submitted imagery may be used by MRCC and/or program sponsors for program reporting and evaluation, marketing and promotional purposes, and digital storytelling on the **MISSION: GAME ON!** hub and MRCC and/or sponsor channels. By submitting imagery, venues confirm they have permission to share these images and that no third-party rights are infringed.

**Grant Application Guidelines:**

- Applicants must complete and submit the online grant application no later than May 15th, 2026. (Approved venues will be included in promotional materials and calendar.)
- Incomplete applications will not be considered. It is the responsibility of the applicant to ensure the completeness of their submission.
- Grants will be provided on a reimbursement basis only.
- Reimbursement deadline: No later than 31st August 2026 (Subject to submission and approval of proof of payment for eligible expenses).
- MRCC reserves the right to request additional documentation if required.



# Advocacy, Benefits, Connections

- Program grant funds must be used for costs associated with executing the project/event/program, not for planning the project/event/program.

### Grant Approval:

- All applications will be reviewed by MRCC in a timely manner, and decisions will be made within 20 days of submission deadlines. Notification to successful grant applicants will be sent no later than June 1st.
- Grants will be awarded on a first come-first served basis. If all available grant monies are awarded before the deadline of May 15th, communication will be shared asap of such via MRCC and sponsor channels.
- Successful grant applicants are required to acknowledge MRCC and Community Futures North Fraser's contribution to their activities and projects in all promotional material. MRCC and sponsor logos will be provided to successful applicants for marketing purposes.
- There is no appeal process should a grant be denied or partially funded.

### Declaration

This declaration must be signed by an individual or individuals authorized to act on behalf of the applicant organization.

I confirm that, to the best of my knowledge, the information provided in this application is accurate, complete, and approved by the organization I represent. I understand that funding is reimbursement based and available on a first-come, first-served basis, and therefore funding may no longer be available at the time of my application.

On behalf of the applicant organization, I agree that if this application is approved under the **MISSION: GAME ON!** program, the following conditions apply:

- Grant funds will be used only for eligible, current expenses related to the approved activity and will not be used to cover past costs or existing financial shortfalls.
- The organization will submit a post-event report to the Mission Regional Chamber of Commerce within 20 business days after the end of the 2026 World Cup period.
- The organization will notify the Mission Regional Chamber of Commerce in writing if there are any significant changes to the activities described in the application.
- The organization will acknowledge the financial support of the Mission Regional Chamber of Commerce in promotional materials related to the funded activity, where appropriate, including online listings, social media, signage, or event promotions.

|                   |                   |
|-------------------|-------------------|
| Signature         | Signature         |
| Printed Name      | Printed Name      |
| Role              | Role              |
| Date (MM-DD-YYYY) | Date (MM-DD-YYYY) |

604-826-6914

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# Advocacy, Benefits, Connections

## SECTION 1: VENUE INFORMATION

|                                   |       |
|-----------------------------------|-------|
| Organization Name                 |       |
| Address                           |       |
| Website                           |       |
| Main Contact Person Name          |       |
| Phone                             | Email |
| Liquor License # (if applicable): |       |
| Max. Legal Capacity of Venue:     |       |

## SECTION 2: GAMES & DATES

| Please list the games you intend to show: |              |            |                     |
|---|--------------|------------|---------------------|
| Game Date                                 | Team Playing | Start Time | Expected Attendance |
|   |              |            |                     |
|   |              |            |                     |
|   |              |            |                     |
|   |              |            |                     |
|   |              |            |                     |
|   |              |            |                     |

## SECTION 3: PLANNED USE OF GRANT FUNDS

How will you use the grant funds for your World Cup watch party? Please choose all that apply.

- Themed décor
- Giveaways or prizes
- Food or drink specials
- Enhanced screen or sound
  - Purchased upgrades
  - Rented upgrades
- Other (please describe briefly): \_\_\_\_\_

## SECTION 4: PROMOTION COMMITMENT

I/we agree to promote our watch parties in-venue and/or through at least one owned channel.

Facebook page: \_\_\_\_\_

Instagram handle: \_\_\_\_\_

Other: \_\_\_\_\_

**SECTION 5: BROADCAST & BRAND COMPLIANCE**

I confirm that our venue has obtained (or will obtain) the legal right to broadcast matches and will comply with all FIFA/World Cup brand and usage rules. This includes not using any protected logos, trademarks, or intellectual property unless explicitly permitted, and using only MRCC-approved marketing assets.

I acknowledge that our organization is solely responsible for ensuring compliance with these requirements, and MRCC and Community Futures North Fraser assume no liability for any issues, penalties, or claims arising from failure to comply. I understand that non-compliance may affect grant eligibility, funding, or reimbursement.

|                   |                   |
|-------------------|-------------------|
| Signature         | Signature         |
| Printed Name      | Printed Name      |
| Date (MM-DD-YYYY) | Date (MM-DD-YYYY) |

If you have any questions, please contact [ceo@missionchamber.bc.ca](mailto:ceo@missionchamber.bc.ca). Please email your completed form to [ceo@missionchamber.bc.ca](mailto:ceo@missionchamber.bc.ca) with the subject line of "MISSION: GAME ON! Watch Party Grant Application" on or before May 15<sup>th</sup>, 2026.

