

Tourism Burnaby Announces New Sport Hosting Grant

Burnaby, BC – Tourism Burnaby is launching a new Sport Burnaby Hosting Grant that offers financial support of up to \$5,000 to local, provincial, national and international sport organizations that host a sporting event in Burnaby.

The grant will also provide support for non-profit organizations to bid, host, promote and administer new sporting events in the city.

“Sport is a travel motivator and we’re excited about introducing this grant program to support sport organizations hosting new events in Burnaby,” says Matthew Coyne, executive director at Tourism Burnaby. “We appreciate the important role sport hosting plays to generate demand for our industry, and this grant will further develop our reputation as an ideal sport tourism destination.”

Tourism Burnaby continues the city’s proud history and tradition of hosting successful sporting events through the new Sport Burnaby Hosting Grant and other initiatives, offering in-kind services to organizing committees and sport organizations to plan and stage events in Burnaby – which will benefit all facets of tourism.

“Sport BC fully supports Tourism Burnaby’s efforts to establish a hosting grant funding program for Burnaby,” explains Paul Varian, president and CEO of Sport BC. “The positive economic impact and value that sport tourism brings to communities will be substantial, and Sport BC will leverage its expertise in sport event management to partner with Burnaby on specific opportunities. We admire Tourism Burnaby on their continued efforts to bring important and valuable sport events to Burnaby and area.”

The Sport Burnaby Hosting Grant includes a variety of funding levels and events that range from collegiate and provincial events to international competitions.

For more information about the Sport Burnaby Hosting Grant, visit www.tourismburnaby.com.

Tourism Burnaby is a leading, sector-focused destination marketing and resource organization that develops, promotes and assists in the city’s tourism growth through innovative community, regional and partner programs. As a non-profit destination marketing organization, Tourism Burnaby’s mandate is to support tourism promotional activities to increase visitation to the city. Tourism Burnaby is responsible for marketing, promoting and selling the city as a site for corporate meetings, pleasure travel, cultural, sports and special events.

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