

EVENT GRANT GUIDELINES	
Event Grant Award Purpose	Support statewide events, initiatives, and marketing efforts to drive foot traffic, stimulate local spending, and showcase communities across New Jersey before and during FIFA World Cup 2026.
Eligible Applicants	<p>Eligibility requirements for each applicant type:</p> <p>Large Scale, Multi-Day, Multi-Location Events (“Large Event Partners”) <u>(no more than three (3) Large Event Partners to be selected)</u></p> <ul style="list-style-type: none"> • New Jersey-based; • A 501(c)(3) or 501(c)(6) nonprofit organization; • Strong experience, subject matter expertise, creative capabilities in producing several large-scale events across North, Central and/or South Jersey; • Excel in promotional marketing and stakeholder engagement via sub-granting to local community organizations and small businesses; • Demonstrated experience organizing and executing multiple events with a minimum attendance of 500 or more in the last 5 years;
	<ul style="list-style-type: none"> • Must have multiple World Cup events already planned or a major event series in June or July that can include World Cup-related events and activations with anticipated attendance of over 1000. <p>Smaller Statewide Initiatives (“Smaller Statewide Partners”)</p> <ul style="list-style-type: none"> • An entity that has demonstrated experience organizing and executing multiple events with an attendance of 200 or more in the last 5 years; • The entity must have an event planned or in planning during the June or July timeframe; • Dedicated to boosting local economies, marketing their destination, and coordinating events with demonstrated experience in organizing and executing events; • Documented support for the event from a local government, Destination Marketing Organization, Special Improvement District, Business Improvement District, Urban Enterprise Zone, Local Development Corporation, Economic Development Corporation, or similar entity. <ul style="list-style-type: none"> • If an entity above is applying directly it can pool together multiple events to meet threshold eligibility requirements. • No one entity can receive more than (1) award or subgrant from this initiative.

	<p>Additional eligibility requirements applicable to Large Event Partners and Smaller Statewide Partners:</p> <ul style="list-style-type: none"> • Applicants may add a third-party partner or partners whose experience, knowledge, skills and ability may provide an advantage in production, management, and/or marketing.
<p>Eligible Uses</p>	<p>Event Grant Award funding may only be used for:</p> <ol style="list-style-type: none"> 1. Booking costs. Funds required to secure contracts for use of a specific venue or venues in New Jersey where the event or events will take place. 2. Operating costs. Contract fees, contract payments, venue and/or equipment deposits, inventory, supplies, digital platforms, costs related to professional services, costs related to governmental fees, utilities payments, licensing fees and other customary costs related to operating an event or events. 3. Normal and Customary costs. Costs associated with the production and management of the event or events that may not be traditionally associated with operating costs.
<p>Non-Eligible Uses</p>	<p>Event Grant Award Funding shall not be used for:</p> <ul style="list-style-type: none"> • VIP Experiences • Alcohol related expenses • The same event across the Large Scale, Multi-Day, Multi-Location Events and the Statewide Smaller Initiatives. • Administrative Costs/Fees exceeding 5% of the Event Grant Award. <p>Smaller Statewide Partners shall not use Grant Funding for:</p> <ul style="list-style-type: none"> • Construction related costs • Administrative Costs/Fees exceeding 5% of the Event Grant Award.

Choose New Jersey will evaluate event proposals from Large Event Partners and Smaller Statewide Partners using the following criteria:

- Experience in managing prior festivals or events;
- Demonstrate expansion of their current pre-planned events related to FIFA World Cup activation;
- Event feasibility
 - Proposed date(s) and location(s), including consideration of other events being held at similar locations or dates
 - Proposed plan for marketing/advertising/promotion
 - Proposed security and transportation plan, including specific consideration of public transportation and parking needs associated with the event and an emergency evacuation plan
 - Overall project budget including:
 - Total overall budget for the event (inclusive of this award)
 - A detailed budget for funding received as a result of this award including itemized descriptions of all associated costs in the following allocation buckets: Advertising & Marketing, Contract & Consultants, Event Planning, Event Production, Security & Safety, Other
 - Proposed plan to cover any costs not covered by the grant funds;
- Economic impact
 - How the proposed event(s) will promote New Jersey as a destination for tourism, including the geographic diversity of the event(s) in the context of activities already planned throughout the state
 - Proposed plan to gather and share data for economic impact analysis purposes
 - Partnerships and small business engagement;
- Strategy for incorporating environmentally sustainable and responsible practices into planning and execution.

Large Event Partners must provide documentation, which includes but is not limited to press releases, ticket sales, permits to verify:

- IRS Determination Letter of non-profit status
- At least five (5) pre-planned events within the State between May and July 2026 with anticipated attendance of over 1000

Smaller Statewide Partners must provide documentation, which may include but is not limited to:

- A letter of support for the event from a local

	<p>government, Destination Marketing Organization, Special Improvement District, Business Improvement District, Urban Enterprise Zone, Local Development Corporation, Economic Development Corporation, or similar entity.</p>
<p>Event Grant Award Amount*</p>	<p>1. Large Scale, Multi-Day, Multi-Location Events</p> <ul style="list-style-type: none"> ○ \$3 million total; ○ Up to \$1.5 million per Large Event Partner; ○ Up to three (3) Large Event Partners; ○ No award may be more than 50% of the anticipated total cost of the cumulative events; ○ Choose New Jersey must consider geographic diversity of the Large Scale, Multi-Day, Multi-Location Events as a whole across North, Central and South Jersey when allocating these funds. <p>2. Smaller Statewide Initiatives</p> <ul style="list-style-type: none"> ○ \$2 million total; ○ Minimum of 21 awards to Smaller Statewide Partners with a minimum award of \$50,000 and a maximum of \$100,000; ○ No award may be more than 50% of the total cost, which includes in-kind, of the respective Smaller Statewide Initiative; ○ Choose New Jersey must consider geographic diversity as a whole across North, Central and South Jersey when allocating these funds.
<p>Funding Disbursement</p>	<p>1. Large Scale, Multi-Day, Multi-Location Events. Funds in the amount of \$3 million will be disbursed by NJEDA to Choose New Jersey to support the approved Large Event Partner implementation of large-scale regional events, up to \$1.5 million per Large Event Partner, each designed to showcase diverse cultural programming and draw media attention.</p> <p>2. Statewide Smaller Initiatives. Funds in the amount of \$2 million will be disbursed by NJEDA to Choose New Jersey to support the approved Smaller Statewide Partners implementation of smaller initiatives across New Jersey, including but not limited to regional fairs, community festivals, and watch parties.</p>

<p>Terms</p>	<p>Choose New Jersey will ensure that the following terms applicable to the Large Event Partners, and Smaller Statewide Partners (collectively, “Partners”) will be included in its agreements with any Partners, as applicable:</p> <ol style="list-style-type: none"> 1. Large Event Partners may charge an event admission fee of up to \$20 per person. Smaller Statewide Partners may charge an event admission fee of up to \$10 per person. 2. Partners may not use grant funds for VIP experiences. 3. Choose New Jersey shall disburse funds to Large Event Partners and Smaller Statewide Partners based upon the following milestones: <ul style="list-style-type: none"> • 75% at Agreement Execution • 25% upon the Large Event Partners and Smaller Statewide Partners satisfactory completion of the event, submission of a detailed accounting of funds spent as identified on the applicants detailed budget at the time of application and submission of an economic impact report. 4. Large Event Partners and Smaller Statewide Partners may utilize up to five percent (5%) of the NJEDA funds issued toward administrative, personnel and overhead costs incurred in connection with such events. 5. All of Partners’ events must comply with FIFA guidelines and local permits, and must prioritize cultural diversity and small businesses. 6. Partners must include NY/NJ Host Committee Welcome World Badge in all promotional material, in compliance with the Welcome World Badge branding guidelines as attached as Attachment B to Amendment 1 to the Agreement. 7. Partners must incorporate the official “This is New Jersey” marketing materials at the event(s). 8. Large Event Partners and Smaller Statewide Partners must provide an economic impact report to Choose New Jersey within 30 days post-event, which must include but is not limited to, event attendance, small businesses utilization, job data and overall economic impact as a result of the event. <ul style="list-style-type: none"> • Large Event Partners and Smaller Statewide Partners will also provide a detailed general ledger of all expenses paid against the grant, organized by allocation buckets:
---------------------	---

Advertising & Marketing, Contracts & Consultants, Event Planning, Event Production, Security & Safety and Other

- Required template for Economic Impact Report will be posted to this site after awards are made to recipients
- Choose New Jersey will share this report with the Host Committee and NJEDA within thirty (30) business days from FIFA World Cup 2026 Final.

- 9.** Partners will use best efforts to ensure environmental best practices during events, such as: event waste management (recycling, monitoring waste streams, coordinating with municipal/county recycling coordinators, handling harder to recycle textiles such as banners and signage), promoting mass transit usage for attendees, providing water bottle filling stations to reduce single use plastic.
- 10.** Large Event Partners will comply with and require all contractors performing work in relation to the Project to comply with the State prevailing wage rate where applicable, together with the other NJEDA prevailing wage requirements set forth in N.J.S.A. 34:1B-5.1 and the affirmative action rules and regulations in connection with any construction contracts for the Project as set forth in N.J.S.A. 34:1B-5.4 and implementing regulations set forth in N.J.A.C. 19:30-3.1 et seq.
- 11.** Any changes made to these guidelines must be approved by Choose New Jersey in collaboration with the Host Committee and the NJEDA.