



SOUTHWEST MD
ACTIVATION PROGRAM
//SWDISTRICT.ORG

Matching Fund Program

SOUTHWEST MD ACTIVATION MATCHING FUND GUIDELINES

The Southwest Md Activation Matching Fund Program is designed to support community-based events and activities that increase engagement, drive foot traffic to District businesses, and create safe, welcoming spaces for residents and visitors during the FIFA World Cup. A total of \$30,000 has been allocated for this initiative. The program encourages businesses, organizations, and community groups to host creative events and activations that celebrate the global spirit of the tournament while showcasing and promoting the Southwest District.

ELIGIBILITY

Applicants must:

- Be located within District boundaries
- Be a business, nonprofit organization, school, civic association, or recognized community group
- Demonstrate the capacity to execute a safe and compliant event

Eligible events may include, but are not limited to:

- Watch parties
- Night markets
- Street festivals
- Cultural performances
- "Taste the World" passport programs
- Youth soccer games or skills competitions
- Soccer-themed trivia nights
- Guided cultural and culinary tours
- Soccer-themed pop-up activities
- Other creative community activations, as approved by the Board

FUNDING STRUCTURE

- Awards will be provided on a dollar-for-dollar matching basis
- Applicants must demonstrate secured or committed matching funds
- Maximum award per applicant: up to \$3,000 (to be determined by Board)

ELIGIBLE EXPENSES MAY INCLUDE:

- Marketing and promotional materials
- Rentals and setup expenses
- Refreshment expenses

*** Please contact District staff if you are unsure whether a cost qualifies for funding.*

INELIGIBLE EXPENSES INCLUDES:

- Alcohol purchases
- Political activities
- General operating expenses unrelated to the proposed event or activation
- Employee Payroll or salary related expenses

SELECTION CRITERIA

Applications will be evaluated based on:

1. Community Impact
 - Event is open and accessible to the public
 - Anticipated attendance
 - Inclusion of District businesses
2. Event Readiness
 - Clear event plan and budget
 - Ability to secure permits and insurance as required
 - Demonstrated organizational capacity
3. Marketing & Visibility
 - Inclusion of District logo on materials
 - Social media promotion
 - Willingness to coordinate with District staff



SOUTHWEST MD
ACTIVATION PROGRAM
//SWDISTRICT.ORG

Matching Fund Program

SOUTHWEST MD ACTIVATION MATCHING FUND GUIDELINES

The Southwest Md Activation Matching Fund Program is designed to support community-based events and activities that increase engagement, drive foot traffic to District businesses, and create safe, welcoming spaces for residents and visitors during the FIFA World Cup. A total of \$30,000 has been allocated for this initiative. The program encourages businesses, organizations, and community groups to host creative events and activations that celebrate the global spirit of the tournament while showcasing and promoting the Southwest District.

REPORTING REQUIREMENTS

Award recipients must:

- Submit receipts and proof of matching funds
- Provide a post-event summary including attendance estimates, documentation of activities promoting the District
- Submit photos and promotional materials
- Comply with all City and public safety requirements

APPLICATION DEADLINE:

Deadline to submit applications: April 15, 2026

Applicants will be notified of award decision by: April 27, 2026

** Failure to meet reporting requirements may result in suspension or ineligibility for current and future funding.

PAYMENT WILL BE SUBMITTED AT THE COMPLETION OF THE EVENT.