

Program Description and Objectives

1. What is the My Sport Live Broadcast Grant Program?

The My Sport Live Broadcast Grant Program is designed to help Australian sports access professional broadcast, streaming and content coverage that would otherwise be out of reach, while also building the My Sport Live app as the home for more sports, more events and more communities. Applications must come from associations, state or national sporting organisations. Individuals cannot nominate themselves.

2. Who can apply?

Applications can only be submitted by

- Associations
- State Sporting Organisations
- National Sporting Organisations

Please note: applications will not be accepted from individuals

3. What types of events might be funded?

Events may include, but are not limited to:

- Multi-round series
- Carnivals or tournaments
- State or National Championships
- All abilities events
- Inclusion events
- Regional events
- Women’s and girls’ events
- Junior or pathway events

4. What are the funding details?

Up to three grants may be awarded across the following categories:

Award discretion

My Sport Live may award fewer than three grants if applications are not suitable, feasible, aligned with the program objectives or capable of being delivered within available production resources.

Grant category		
Category 1	Summer Series Broadcast Grant	11 June Open – 31 August Close
Category 2	Champion Event Broadcast Grant	11 June Open – 31 August Close
Category 3	Community Impact Broadcast Grant	11 June Open – 31 August Close

5. What is the application process?

Step 1: Check your eligibility

Check the detailed information contained in this guide to see if your organisation and the proposed event are eligible.

Step 2: Apply online

The link to apply online can be accessed via the My Sport Live Website

You will be asked to provide details on the event overview and proposed program outcomes.

Requested services and application information

Applicants may be asked to nominate preferred broadcast, streaming, highlights, commentary, scoring, timing, graphics, sponsor integration or content requirements. These preferences will be used to assess the application and proposed scope. Final inclusions are not guaranteed and will be confirmed by My Sport Live in writing after assessment of event requirements, technical feasibility, schedule, location and available production resources.

A confirmation email will be sent upon receipt of the application.

If you need assistance with applying online, please email My Sport Live: info@mysportlive.tv

Attaching required information

You can attach documents to your online application provided they are in an acceptable file type (e.g. Word, Excel, PDF, or JPEG) and don't exceed the maximum file size. Remember these tips:

- When you submit your application online, check carefully to ensure all your attachments have been uploaded.

Applications must be submitted by 11:59 PM on 31 August 2026.

Eligible events must take place before March 2027.

6. Timelines

Milestone	
Applications open	11 June 2026
Applications close	31 August 2026
Announcement of successful applicants	September 2026

6.1 Assessment Criteria

A My Sport Live Broadcast Grant Program assessment panel will be convened to consider the applications. Applications are competitive and will be assessed against:

- Strength of the event
- Audience and participation potential
- Alignment with My Sport Live's For All Sport positioning
- Suitability for broadcast or content coverage
- Feasibility of delivery
- Potential app value
- Sponsor or commercial potential
- Quality of story
- Diversity of sport, location and community impact

Applicants must also provide all the relevant supporting documentation to secure grant funding.

Assessment and delivery note

Provision of supporting documentation does not guarantee approval, grant allocation or a specific production outcome. Any approved support will be confirmed through a written agreement with My Sport Live and will be delivered as production services, not as a cash amount.

7. Conditions that apply to applications and funding

7.1. Funding Agreements

Successful applicants must enter into an agreement with My Sport Live. Funding agreements establish the parties and their commitments and obligations to each other and set out the general terms and conditions of funding.

Different terms and conditions may apply to different types of grants and grant recipients. These terms and conditions are not negotiable. A representative from My Sport Live will be able to discuss the requirements of this funding agreement during the expression of interest process.

The agreement may confirm the final approved scope, production inclusions, event requirements, delivery method, platform use, applicant obligations, permissions, promotional requirements and any limitations or exclusions that apply.

7.2. Conditions of Funding

The following conditions will apply to organisations that will receive, or benefit from a grant:

- Applicants must be a registered entity
- Events supported through the program must take place before March 2027
- There is no cash alternative; the grant is provided as production services
- My Sport Live owns the right to distribute the content
- Content will be uploaded to the My Sport Live App
- Venues must be accessible and any permissions are the responsibility of the applicant
- My Sport Live has the right to decline unsuitable or unfeasible events
- Should the event be cancelled or postponed, My Sport Live shall review the amended details before recommitment.
- Broadcast, streaming, highlights, commentary, graphics, scoring, timing and sponsor integration requests are not guaranteed inclusions and remain subject to My Sport Live approval, feasibility, scheduling, location and available production resources.
- Applicants must ensure they have or will obtain all venue, participant, athlete, child safety, music, sponsor, league, association and third-party permissions required for filming, recording, streaming, distribution, archiving and promotional use of the content.
- Successful applicants agree that content produced under the program may be streamed, published, distributed, archived and promoted by My Sport Live, including through the My Sport Live app, website, social media and related channels.
- Where an event includes children, vulnerable participants or participants requiring additional safeguarding considerations, the applicant is responsible for ensuring all required consents, approvals, child safety requirements and participant protections are in place before filming or distribution occurs.
- My Sport Live is not required to provide an alternative date, substitute service or equivalent value if a cancelled or postponed event cannot be delivered due to availability, feasibility, location, timing or production constraints.

Successful applicants agree to acknowledge My Sport Live's support through the provision of a grant from the My Sport Live Broadcast Grant Program Promotional guidelines form part of the funding agreement and include the requirement that all activities acknowledge My Sport Live's support through logo presentation on any activity related publications, media releases and promotional material.

Nominating organisations will be provided with a social media template for the announcement of successful grant recipients.

Promotional use

Successful applicants may also be asked to provide logos, event information, quotes, images and outcome information for use in My Sport Live promotional, reporting and grant program materials.