**2019 Grant Application**

**Applications must be sent by email to** [**grants@visitpenticton.com**](mailto:grants@visitpenticton.com)

You may fill in the form below or use the headings in a separate document.   
Please limit your application to a maximum of six pages.

**SECTION 1: ORGANIZATION INFORMATION**

|  |  |  |  |
| --- | --- | --- | --- |
| Applicant Name: | Identify the representative who will act as the primary contact for this Application.  **Click here to enter text.** | | |
| Applicant Email: | **Click here to enter text.** | Applicant Phone: | **Click here to enter text.** |
| Representatives: | List the name of the businesses or individuals the applicant is representing.  **Click here to enter text.** | | |
| Lead Organization: | Identify the Legal Entity which will be assuming financial and reporting responsibility for this application.  **Click here to enter text.** | | |
| Street Address: | **Click here to enter text.** | City/Province: | **Click here to enter text.** |
| Postal Code: | **Click here to enter text.** | Phone: | **Click here to enter text.** |
| NPO/Charity Registration #: | **Click here to enter text.** |  |  |

**SECTION 2: EVENT/PROJECT INFORMATION**

A. Name of your festival, event or marketing project.

|  |
| --- |
| **Click here to enter text.** |

B. Date(s) of your festival, event or marketing project.

|  |
| --- |
| **Click here to enter text.** |

C. Describe your festival, event or marketing project.

|  |
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| **Click here to enter text.** |

D. Is your festival, event or marketing project new, existing or multi-year?  
If it occurs on an annual basis, what is your multi-year plan for self-sustainability?

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| **Click here to enter text.** |

E. What is the potential external target market for your festival, event or marketing project?  
 *For example: There are 2.5 million wine consumers in British Columbia*.

|  |
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| **Click here to enter text.** |

F. Where are you planning to market/promote your festival, event or marketing project?   
 Mark an X beside all that apply.

British Columbia Alberta Other Canada

Washington California Other US

1. What marketing tactics will be used to reach your target markets outlined above?   
    Mark an X beside all that apply.

|  |  |  |
| --- | --- | --- |
|  | **Paid Advertising** | Print Newpaper/Magazine, Radio, Television |
|  | **Digital Advertising** | Paid Search Engine Marketing, Paid Social Media, Display Advertising, Native Advertising |
|  | **Print/Online Collateral** | Brochures, Rackcards, Flatsheets, Guides, Maps, Brand Alignment |
|  | **Consumer Focused Asset Development** | Written Content, Photography, Video, Project Microsite or Landing Page. |
|  | **Market Research** | Consumer Shows, Travel Media Relations |
|  | **Other** (please specify) | Click here to enter text. |

H. Provide a brief description of each marketing tactic you will be using and the estimated cost.   
Please note that any Travel Penticton funding must be used for **out of area marketing** (see Reference   
Guide for a list of eligible activities).

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Tactic** *(e.g. Paid Advertising)* | **Description**  *(e.g. Full page colour ad in the Vancouver Province)* | **Budget**  *(e.g. $5,000)* | **Timeline** *(e.g. Mar-Apr)* |
| Choose an item. | Click here to enter text. | $ Click here to enter text. | Click here to enter text. |
| Choose an item. | Click here to enter text. | $ Click here to enter text. | Click here to enter text. |
| Choose an item. | Click here to enter text. | $ Click here to enter text. | Click here to enter text. |
| Choose an item. | Click here to enter text. | $ Click here to enter text. | Click here to enter text. |
| Choose an item. | Click here to enter text. | $ Click here to enter text. | Click here to enter text. |
| Choose an item. | Click here to enter text. | $ Click here to enter text. | Click here to enter text. |
|  | **TOTAL** | **$** **Click here to enter text.** |  |

I. Of the total budget above, how much are you requesting a grant for?   
How much will you be contributing towards the total budget amount?

|  |  |  |
| --- | --- | --- |
| **Grant Request** | **$ Click here to enter text.** | **\*Up to 50% of your total budget amount** |
| Applicant Contribution | $ Click here to enter text. | \*Must contribute at least 50% of total budget  (excluding taxes) |

J. How will your festival, event or marketing project help to increase local tourism revenue and visitation?   
 What are the economic benefits to Penticton?

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| --- |
| Click here to enter text. |

K. What are your goals and objectives? e.*g. Introduce new mountain bikers to Penticton*

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| Click here to enter text. |

L. What performance measures will you use? *e.g. Analytics, room bookings, sales*

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| Click here to enter text. |

**SECTION 2: FESTIVAL AND EVENT STATISTICS   
(only fill in this selection if you are applying for a grant for a festival or event that has been operating for   
1 or more years)**

A. Please tell us about your attendance statistics:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **2016** | **2017** | **2018** | **2019 (projected)** |
| # of attendees | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **2016** | **2017** | **2018** | **2019 (projected)** |
| # of participants   (if applicable) | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |

B. Approximately what % of your attendees come from outside of Penticton and immediate area?

|  |
| --- |
| Click here to enter text. |

C. Is your event ticketed? Please provide details on cost and distribution.

|  |
| --- |
| Click here to enter text. |

D. Does your festival or event have an affiliation with a National or Provincial Organization?  
 If yes, please provide the name of your National or Provincial organization?

|  |
| --- |
| Click here to enter text. |

E. Do you receive additional funding or grants? If yes, please state the amount and from which   
 organization(s). Please include in-kind donations as well.

|  |
| --- |
| Click here to enter text. |

F. Does your festival/event require volunteers?

Yes  No

G. How does your organization cooperate/collaborate with other organizations in the community?

|  |
| --- |
| Click here to enter text. |

**SECTION 3: ADDITIONAL INFORMATION REQUIRED**

The following information **MUST be provided prior to the issuing of your initial funding cheque**:

1. At least **five high-resolution full-rights photographs** to be used on [www.visitpenticton.com](http://www.visitpenticton.com) and other   
   promotional sites and mediums.
2. A **copy of your liability insurance**. (Travel Penticton requires that all festivals and events purchase a minimum   
   of $2,000,000 in liability insurance, naming Travel Penticton).

**NB: The person or persons applying for this grant must be prepared to present their business case to the   
Travel Penticton Board of Directors.**

**SECTION 4: TERMS & CONDITIONS**

Funding grants for festivals, events and marketing initiatives are administered by the Travel Penticton Society.   
Travel Penticton encourages programs in the community that foster interest from new product sectors and   
visitor demographics.

Submissions must be received at the Travel Penticton Society office **no later than November 30, 2018** to be   
eligible for funding. Applications may be accepted outside these dates, on a first-come, first-served basis, subject   
to availability of funds. Decisions regarding funding will be reached by **December 31st, 2018** and notifications will   
be sent to all applicants shortly thereafter.

**Terms of Funding:**

* Applicants are eligible **to apply for up to 50% contribution** from Travel Penticton. This is a cost-shared program; Applicants must contribute 50% or more towards the total project budget (excluding taxes), and approved   
  projects will receive up to 50% in matching funding.
* All successful applicants will receive a Funding Notification letter upon approval of their application, as well   
  as an Agreement (contract) which outlines the obligations of each party.
* Once your application is approved, funding will be distributed throughout the year in 3 payments:
  + 50% payment will be made upon receipt of a signed of the contract
  + 35% payment will be made upon completion of an Interim Review
  + 15% will be paid upon completion of approved marketing tactics and submission of your Post Project Report, invoices list and copy of receipts.

**Funding is contingent upon:**

1. The total amount of funds available.
2. Adherence with the Travel Penticton Society Memorandum of Understanding and Partnership   
   Agreement (attached); and
3. Your organization’s status remaining in good standing.

**NB:** **All funding received must be spent by the end of the contracted term.**

**Reporting:**

All successful grant applicants are required to provide Interim and Post Project Reports to Travel Penticton   
(templates will be provided). Any reports submitted past the due date or not meeting the required standard   
will result in a delay of subsequent funding.

**Interim Review** – conducted 2 months prior to your project/event start date.

This will be based on the performance measures you have identified in section L of your application. You   
will be expected to provide some results to date.

**Post Project Report** – due 30 days after project/event completion date.

Using the performance measures you have identified in section N of your application you will be expected   
to provide the actual results of your marketing project. You must include a summary of your results by   
geographic market, where possible, and provide overall observations in the Key Learnings section. You will also  
be required to provide any URLs, social media handles and hashtags used in your marketing activities and identify   
the tactics you felt were successful and ones you would change/modify.

**Financial Report** – due 30 days after project/event completion date.   
An invoice list and a copy of your receipts for all eligible expenditures must be included with your Post Project   
Report. **Please see the Grant Program Guidelines for an outline of eligible and ineligible expenses.**

**SECTION 5: SIGNATURE(S)**

**Grant Applications must be received no later than November 30,2018**

**Applications must be emailed to** [**grants@visitpenticton.com**](mailto:grants@visitpenticton.com)(you will receive an email confirming that your application has been received)

**Please sign below to confirm that you have read and understood the terms of the Travel Penticton Society   
Grant Program and that you would like to submit your application for consideration.**

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Signature of Applicant Senior Administrator/Manager (if applicable)

Thank you,

The Board and Members of the Travel Penticton Society