

2024 Event Funding Application

Completed applications must be sent by email to grants@visitpenticton.com

SECTION 1: ORGANIZATION INFORMATION

Lead Applicant:	Identify the Legal Entity which will be assuming financial and reporting responsibility for this application.		
Street Address:		City/Province:	
Postal Code:		Phone:	
NPO/Charity Registration #:		NB: The address provided is where the funding cheque will be mailed.	
Contact Name:	Identify the representative who will act as the primary contact for this Application.		
Contact Email:		Contact Phone:	

SECTION 2: EVENT/FESTIVAL INFORMATION

A. Name of your event/festival.

B. Date(s) of your event/festival.

C. In which of these geographic areas will you be marketing/promoting your event/festival?
Mark an X beside all that apply.

British Columbia

Alberta

Other Canada

Washington

Other US

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

<input type="checkbox"/>	Advertising	Print (newspaper/magazine), Radio, Television, Digital Display, Billboards
<input type="checkbox"/>	Digital Promotion	Paid Social Media, Search Engine Marketing, Streaming
<input type="checkbox"/>	Marketing Collateral	Brochures, Rack cards, Guides, Maps, Promotional Giveaways
<input type="checkbox"/>	Consumer Focused Asset Development	Photography, Video, Written Content, Event Micro-website or Landing Page
<input type="checkbox"/>	Market Awareness	Consumer Shows, Travel Media Relations
<input type="checkbox"/>	Other (please specify)	

F. Provide a brief description of each marketing tactic you will be using and the estimated spend.

Marketing Tactic <i>(e.g. Paid Advertising)</i>	Description <i>(e.g. Full page colour ad in the Vancouver Province)</i>	Estimated Spend <i>(e.g. \$5,000)</i>
TOTAL		\$

G. How much funding are you requesting from Travel Penticton?
Please note that any Travel Penticton funding must be used for **eligible marketing activities**.

Event Funding Request	
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H. How will your event/festival increase local tourism revenue and visitation in 2023?

I. What performance measures will you use?

Examples: Google Analytics, room bookings, ticket sales, survey results, attendance, social media stats

SECTION 3: FESTIVAL AND EVENT STATISTICS

A. Please tell us about your attendance statistics:

	2022	2023	2024 (projected)
# of public attendees			

	2022	2023	2024 (projected)
# of event participants			

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

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

D. 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.

E. Does your festival/event require volunteers?

Yes No

F. Is your organization a member of the South Okanagan Similkameen Volunteer Society?

Yes No

SECTION 4: ADDITIONAL INFORMATION REQUIRED

If your application is successful, the following information **MUST be provided prior to the issuing of your initial funding cheque:**

- a) A signed copy of the Travel Penticton Society Partnership Agreement.
- b) A high-resolution version of your organization's logo (.eps .pdf .png format preferred) and any accompanying guidelines to be used for any Travel Penticton promotional activity for your event/festival.
- c) A copy of your liability insurance. (Travel Penticton requires that all festivals and events purchase a minimum of \$3,000,000 in liability insurance).

NB: The person or persons applying for this grant must be prepared to present their business case to the Travel Penticton Event Funding Committee.

SECTION 5: TERMS & CONDITIONS

Submissions must be received at the Travel Penticton Society office **no later than December 1, 2023** to be eligible for 2023 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 **January 31, 2024** and notifications will be sent to all applicants shortly thereafter.

Terms of Funding:

- Applicants are eligible **to apply for a maximum funding contribution of \$10,000** from Travel Penticton.
- All funding provided by Travel Penticton must only be for **eligible marketing activities**.
- Once your application is approved, funding will be distributed in 2 payments:
 - 80% payment will be made upon receipt of a signed Partnership Agreement your logo and proof of insurance.
 - 20% will be paid upon submission of copies of approved receipts and event measurables.

Funding is contingent upon:

- a. The total amount of funds available;
- b. Adherence with the Travel Penticton Society Partnership Agreement; and
- c. Your organization's membership status remaining in good standing.

NB: All funding received must be spent by the end of the contracted term and not carried over into the following year.

Reporting:

Funding recipients must provide copies of receipts for expenses that **equal the total amount of funds approved by Travel Penticton**. Receipts must only be for products or service that fall within **eligible marketing activities**.

Recipients must also fill in a short report relating to the number of participants and attendees of their event.

All copies of receipts must be submitted no later than **60 days after event completion** in order to receive a final payment of funding.

Please see the Event Funding Program Guidelines section 4 for an outline of Eligible and Ineligible Expenses.

Cancelled Events – If your event is cancelled, for any reason, within the current year of the Agreement, any funds not yet spent **must be returned within 30 days of the cancellation announcement**. Any approved market & advertising initiatives completed prior to cancellation will still be processed upon submission of copies of receipts and proof of payment.

SECTION 6: SIGNATURE(S)

Event Funding Applications must be received no later than December 1, 2023

Applications must be emailed to 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 Event Funding Program and that you would like to submit your application for consideration.

Signature of Applicant/Representative

PRINT NAME

Thank you,
The Event Funding Committee of the Travel Penticton Society