

2024 Events & Festivals Fund Application

Tourism Cowichan

Completed applications must be submitted by email to kenzie@tourismcowichan.com

For events taking place before August 31, 2024, application submissions **must be received via email by January 15, 2024 at 11:59pm (PST)** to be eligible for funding. A second intake for events taking place between September 1–December 31, 2024 will open in April 2024.

Section 1: Applicant Information

Organization Information (Identify the legal entity which will be assuming financial and reporting responsibility for this application)	
Organization Name:	
Applicant Type: (e.g. non-profit, charity, sole proprietor, corporation, First Nation)	
NPO/Charity Registration # or Business Number:	
Street Address:	
City/Province:	
Postal Code:	
Contact Information (Identify the representative who will act as the primary contact for this application)	
Contact Name:	
Position/Title:	
Contact Phone:	
Contact Email:	

Section 2: Event/Festival Information

Name of Event/Festival

Date(s) of Event/Festival

Location of Event/Festival

Event/Festival Overview

Please provide a description of your event/festival (Max. 250 words)

How will your event/festival increase local tourism revenue, visitation, and overnight stays to the Cowichan Region? (Max. 250 words)

What performance measures will you use to track increased local tourism revenue, visitation, and overnight stays? Examples: Room bookings, ticket sales, survey results, social media stats, Google Analytics, etc.

Please indicate your attendance statistics:

	2022 (if applicable)	2023 (if applicable)	2024 (projected)
# of public attendees			
# of event participants (e.g. event performers, competitors)			

Is your event ticketed? If so, please provide details on pricing and distribution.

Please describe how this funding will enhance your event or festival. (Max. 150 words)

Have you received or applied for additional funding or grants? If yes, please state the amount(s) and from which funding program(s).

Funding Source Organization and/or funding program name	Funding Amount	Is this funding confirmed?

In which of these geographic areas will you be marketing/promoting your event/festival? Check all that apply.

- ☐ Southern Vancouver Island (Greater Victoria)
- ☐ Central Vancouver Island (Nanaimo to Campbell River)
- ☐ Metro Vancouver
- ☐ Alberta
- ☐ Washington
- ☐ Other BC
- ☐ Other Canada
- ☐ Other United States

What marketing activities will be used to reach your target markets outlined above? Check all that apply.

<input type="checkbox"/>	Advertising	Print (e.g. newspaper, magazine), Radio, Television, Digital Display
<input type="checkbox"/>	Digital Promotion	Paid Social Media, Search Engine Marketing, Blogs
<input type="checkbox"/>	Marketing Collateral	Brochures, Rack Cards, Guides, Maps, Promotional Giveaways
<input type="checkbox"/>	Consumer-Focused Asset Development	Photography, Video, Written Content, Event Website or Landing Page
<input type="checkbox"/>	Market Awareness	Consumer Shows, Travel Media Relations
<input type="checkbox"/>	New Brand Development	Design of new logos, re-branding of existing marketing materials
<input type="checkbox"/>	Other (please specify)	

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

Marketing Activity (e.g. Paid Social Media) (e.g. Print Advertising)	Description (e.g. Facebook Ads) (e.g. Full page ad in the Vancouver Sun)	Estimated Spend
		\$
		\$

		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
TOTAL		

Does your event align with sustainable practices (environmental and/or socio-economic) and at least one of the [UN Sustainable Development Goals](#)? If yes, please describe. Examples: local food procurement, water conservation, climate action, diversity and inclusion, accessibility, etc.

☐ Yes

☐ No

Does your event have a First Nations component? If yes, please describe.

☐ Yes

☐ No

How much funding are you requesting from Tourism Cowichan? Please note that Tourism Cowichan funding must be used for eligible marketing activities only.

\$

Section 3: 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 Funding 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 Tourism Cowichan promotional activity for your event/festival.
- c) A copy of your liability insurance. Tourism Cowichan requires that all festivals and events purchase a minimum of \$2,000,000 in liability insurance and list Tourism Cowichan Society as an additional insured.
- d) Agree to give recognition to Tourism Cowichan's funding support by displaying the Tourism Cowichan logo where appropriate.

Section 4: Terms and Conditions

For events taking place before August 31, 2024, application submissions **must be received via email by January 15, 2024 at 11:59pm (PST)** to be eligible for funding.

Funding decisions will be reached by January 31, 2024 and Tourism Cowichan will notify all applicants shortly thereafter.

Terms of Funding:

- Applicants are eligible to apply for a **maximum funding contribution of \$10,000**, contingent upon total program funds available.
- All funding provided by Tourism Cowichan must only be used for **eligible out-of-region marketing activities** as outlined in Section 4 of the Program Guidelines.
- All funding received **must be spent by the end of 2024** and not carried over into the following year.
- If your application is approved, funding will be distributed in 2 payments:
 - 80% payment will be made upon receipt of a signed Funding Agreement, your logo, and proof of insurance.
 - 20% will be paid upon submission of copies of approved receipts and a short final report.
- Applicants must notify Tourism Cowichan of significant changes to the event as outlined in the application. Changes will need to be approved by the Funding Committee.

Reporting:

Funding recipients **must provide copies of receipts** for expenses that equal the total amount of funds approved by Tourism Cowichan. Receipts must only be for products or services that fall within the **eligible out-of-region marketing activities**.

Recipients must also complete a short final report relating to the number of participants and attendees at their event. The report template will be provided by Tourism Cowichan.

All copies of receipts **must be submitted no later than 60 days** after event completion in order to receive a final payment of funding. Tourism Cowichan will require the return of any unspent funds or funds spent on ineligible activities.

Cancelled Events – If your event is cancelled, for any reason, any funds not yet spent must be returned within 30 days of the cancellation announcement. Eligible marketing costs incurred prior to cancellation will still be processed upon submission of copies of receipts and completion of final report.

Section 5: Signature

Please sign below to confirm that you have read and understood the terms and conditions of the Tourism Cowichan Events & Festivals Fund and that you would like to submit your application for consideration.

Signature of Applicant

Date Signed

Applications must be emailed to kenzie@tourismcowichan.com (you will receive an email confirming that your application has been received).

Tourism Cowichan gratefully acknowledges that we live, work, and play on the traditional unceded territories of the Quw'utsun, Malahat, Ts'uubaa-asatx, Halalt, Penelakut, Stz'uminus, Lyackson, Pauquachin, Ditidaht & Pacheedaht Peoples.