



2025 Events & Experiences Fund Application

Tourism Cowichan

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

Applications will be considered on a rolling intake until all funding for the year is awarded. Please review [Program Guidelines](#) prior to completing this application. Tourism Cowichan will review and notify applicants within 3 weeks of the application submission.

Note: Priority will be given to applications that are received at least 4 months prior to the event dates. Applications must be submitted a minimum of 8 weeks prior to event dates.

Section 1: Applicant Information

Organization Information (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 (The representative who will act as the primary contact for this application)	
Contact Name:	
Position/Title:	
Phone Number:	
Email Address:	

Section 2: Event/Experience Information

Name of Event/Experience

Date(s) of Event/Experience

Location of Event/Experience

Event/Experience Website URL (If available)

Event Social Media Handles (If available)

Instagram	
Facebook	
Other Platforms	
Event Hashtags	

Are you a registered stakeholder with Tourism Cowichan? If not, please complete the [stakeholder registration form here](#). There is no cost to become a registered stakeholder.


- Yes
- No

Event/Experience Overview Please provide a description of your event/experience and include information about the target audience (Max. 350 words)

How will your event/experience increase local tourism revenue, visitation, and overnight stays to the Cowichan Region?



How do you intend to track onsite attendance and overnight stays of participants from outside of the Cowichan Region?



Does your event/experience have a confirmed accommodation partner? If so, please include details on partnership.

- Yes
- No

What performance measures will you use to track the effectiveness of marketing activities? Examples: Room bookings, ticket sales, survey results, social media stats (impressions, reach, cost per click, click through rate), google analytics, etc.

What are your goals for long-term production of your event/experience? Within your plan, do you intend to grow attendance? If so, how would you like to achieve this?

Please indicate your attendance statistics:

	2023 (if applicable)	2024 (if applicable)	2025 (projected)
# of public attendees			
# of event participants (e.g. event performers, competitors, volunteers)			

What percentage of your attendees and participants are expected to travel from outside of the Cowichan region?

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

Please describe how this funding will enhance your event/experience.

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/experience? 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"/>	Traditional Advertising	Print (e.g. newspaper, magazine), Radio, Television
<input type="checkbox"/>	Digital Promotion	Paid Social Media, Search Engine Marketing, Digital Display
<input type="checkbox"/>	Marketing Collateral	Posters, 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/experience include opportunities to honour and involve local First Nations communities to support truth and reconciliation? If so, please describe how.

- Yes
- No

How much funding are you requesting from Tourism Cowichan? Please note that Tourism Cowichan funding must be used for eligible marketing activities (*Maximum funding amount of \$10,000*)

\$

Section 3: Sustainability Template

Tourism Cowichan has a strong interest in supporting events and experiences that implement sustainable practices to contribute to the social, cultural, and environmental well-being of the Cowichan Region.

Please complete this [Sustainable Development Goals Contribution Template](#) and attach with your application for submission.

If you are not tracking sustainability actions at this time, please acknowledge in the “Accountability” section of the template and attach to your application for submission.

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 Funding Agreement.
- b) A copy of your liability insurance. Tourism Cowichan requires that all events purchase a minimum of \$2,000,000 in liability insurance and list Tourism Cowichan Society as an additional insured.
- c) 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/experience.
- d) Agree to give recognition to Tourism Cowichan’s funding support by displaying the Tourism Cowichan logo on the event website and all promotional materials where sponsors are recognized. Please see [Brand Guidelines](#) for proper logo use.
Note: Tourism Cowichan must be provided with proofs of all promotional materials that include the logo for approval.
- e) Agree to place a text or button link to tourismcowichan.com on the event homepage and additional pages that direct users to accommodation information.
- f) Use the hashtag #ExploreCowichan and tag Tourism Cowichan on social media promotional posts to generate greater awareness. Social media handles are: [@CowichanTourism](#) (Instagram) and [@TourismCowichan](#) (Facebook)
- g) Agree to provide Tourism Cowichan with unlimited, perpetual usage and distribution rights to all photo and video assets acquired through the Events & Experiences Fund.

Section 5: Terms and Conditions

Applications will be considered on a rolling intake until all funding for the year is awarded. Tourism Cowichan will review and notify applicants within 3 weeks of the application submission.

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 2025** and not carried over into the following year.
- Applicants must complete a final report, which includes all data collected to measure the success of the event/experience.
- 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 final report.

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 final report** relating to event attendance (including visitor origin), overnight stays generated, key performance indicators, and impact of the marketing funds. The report template will be provided by Tourism Cowichan.

The final report and copies of receipts **must be submitted no later than 45 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.

Event Changes: Applicants must notify Tourism Cowichan of significant changes to the event/experience as outlined in the application. Any significant changes will need to be approved by the Funding Committee.

Cancelled Events: If your event/experience 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 6: Signature

Please sign below to confirm that you have read and understood the terms and conditions of the Tourism Cowichan Events & Experiences 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).