

TOURISM PEI

FESTIVALS & EVENTS FUNDING PROGRAM

A. DEFINITION

A “**festival or event**” is a **special activity** which promotes tourism by attracting visitors to the Island and encourages visitors to stay on PEI and participate in such activities. The festival or event must clearly and specifically target off-Island participants and spectators. It must have a broader appeal than just Island residents and participants. The festival or event should reflect a quality PEI cultural experience and be environmentally sensitive.

B. OBJECTIVE

Financial assistance is offered to **well organized** and **widely marketed** festivals or events, which have made a commitment to quality. Tourism PEI is interested in a diversity of unique festivals or events which provide visitors to Prince Edward Island with opportunities to experience the Island’s heritage, culture, and cuisine.

C. ASSISTANCE PROVIDED

Tourism PEI may provide financial assistance to eligible festivals or events which require funding for product development and off-Island advertising and promotion. Please refer to guidelines for funding:

Category I: Eligible up to a maximum of \$2,500. The festival or event must:

- attract over 3,000 people (Islanders and visitors);
- have a plan for promotion and advertising (on-Island and off-Island);
- have secured corporate sponsorship or community financial support;
- have support from the tourism industry (i.e. regional tourism association);
- fit the priorities of the Product Development Strategy for the Province.

Category II: Eligible up to a maximum of \$2,000. The festival or event must:

- attract over 2,000 people (Islanders and visitors);
- have a plan for promotion and advertising (on-Island and off-Island);
- have secured corporate sponsorship or community financial support;
- have support from the tourism industry (i.e. regional tourism association).

Category III: Eligible up to a maximum of \$1,500. The festival or event must:

- attract a minimum of 1,500 people (Islanders and visitors);
- have a plan for promotion and advertising (on-Island and off-Island);
- have secured corporate sponsorship or community financial support;
- have support from the tourism industry (i.e. regional tourism association).

Category IV: Eligible up to a maximum of \$1,000. The festival or event must:

- attract up to 1,500 people (Islanders and visitors);

- have a plan for promotion and advertising;
- have secured corporate sponsorship or community financial support;
- have support from the tourism industry (i.e. regional tourism association).

In attempting to give each event applicant fair consideration, Tourism PEI will look at the guidelines described as well as the following factors in assessing applications for any fiscal.

- | | |
|--------------------------------------|--------------------------------------|
| • time of year the event is held | - financial need |
| • unique theme | - level of private sector support |
| • new development ideas | - location of event |
| • duration of the event | - level of past governmental support |
| • attendance numbers from off-Island | - marketing plans |

D. ELIGIBILITY

Organizations or committees applying for assistance must be supported by an identified executive committee. Organizations or committees realizing a profit from the specific activity should retain a reasonable portion towards the future development of their event, based on the previous year(s) financial statement. It is important to note that festivals or events are expected to develop to be self sufficient. **Funding assistance is intended to be for those events that exhibit the greatest tourism potential.**

Only one grant application requesting program investment will be considered per fiscal year from any festival or event.

Only festivals or events which will appeal to tourists and are operated by non-profit community groups or associations should apply. Private sector events are not eligible for investment support. Tourism activities which are incremental, on strategy, and innovative will be given priority in consideration for financial assistance.

E. ADMINISTRATION

An organization or committee must apply for assistance using the attached application. **The application deadline is March 1.** Applications received after March 1 will be considered only if unallocated funds remain. Applications must be accompanied by a statement of revenue and expenditures for the proposed festival or event. **Assistance will be granted only upon completion of the festival or event and submission of a statement of revenue and expenditures accompanied by receipts, if requested , a public relations package (i.e. press releases, copy of posters, flyers, etc.) and written evaluation before March 31st.**

Organizations or committees receiving approval for assistance must use the Tourism PEI logo on all promotional materials involving their event or festival.

Contact: Trent Birt

Tourism PEI

P.O. Box 2000, Charlottetown, PE C1A 7N8

Tel: 902-620-3126; Fax: 902-368-4438

E-mail: tcbirt@gov.pe.ca

TOURISM PEI FESTIVALS & EVENTS FUNDING PROGRAM

APPLICATION

The deadline for applications is March 1. You should be as detailed as possible. If you require additional space for responses, please attach another sheet.

Event Name: _____

Date of Event: _____

Location: _____ E-Mail _____

How many years has this event operated? _____

Name of Applicant/Sponsoring Group/ Association: _____

Mailing address: _____

Contact Number: _____

To what non-profit group should the cheque be made payable to? (Not an individual)

Contact Person: _____

Address: _____

Telephone: (Home) _____ (Business) _____

Please list members of the Executive Committee and their job position (s):

1. What does this festival or event want to portray to the public? (I.e. competition, entertainment, unique theme, etc).

2. What are the **specific tourism goal(s)** for this year's festival or event?

Goal 1: _____

How will this goal be achieved: _____

Goal 2: _____

How will this goal be achieved: _____

3. Provide a brief description of the program expected to take place. Highlight activities new this year:

4. How is your festival or event going to be promoted? (Please check and name media, i.e. CBC, CFCY, Journal Pioneer, etc.) Please submit detailed marketing plan, which includes integration into existing off-island initiatives, if feasible.

____ T.V. ____ Radio ____ Print (newspapers, magazines, etc)
____ Flyers ____ Posters ____ Visitor Information Centres/ Welcome Centres
____ Public Service Announcements ____ Website ____ Visitor Guide
____ Festivals & Events PEI Promotions ____ PEI Handbook
____ Other (please indicate) _____

Where will it be promoted? On-Island ____ Off-Island ____ Both ____

When will the promotion begin? _____

Are you a member of Festivals & Events PEI? Yes ____ No ____

5. What cooperate sponsor(s) and donations are you targeting? How much? (Please List): _____

6. What is your estimate attendance? _____ % Islanders _____ % Tourists _____

7. How do you feel this event encourages tourists to extend their stay in PEI? _____

8. Please attach your pre-established budget. Will your budget project self sufficiency within three years?
Yes: ____ No ____
How? _____

9. Are you receiving or have you applied for any other provincial government grants for this festival or event?
Yes: ____ No ____
If yes, from what Department? _____

10. Amount of assistance requested: \$ _____

Signature: _____

Date: _____

11. Applications **must be accompanied** by (A) a pre-established budget including proposed revenues and expenditures with all funding resources and requests; and (B) financial statement of the previous years(s) event.

Application Freedom of Information and Protection of Privacy Act Commitment

Personal information on this form is collected under authority of the *PEI Freedom of Information and Protection of Privacy Act* for program administration purposes. Questions regarding the collection of use of this information can be referred to the Director of Strategy, Evaluation & Industry Investment at 902-368-5530

Please forward applications directly to: Trent Birt

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