

# TOURISM PEI FESTIVALS & EVENTS FUNDING PROGRAM (2012/2013)

## 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/Event should reflect a quality PEI cultural experience and be environmentally sensitive.

## B. OBJECTIVE

Developmental assistance is offered to **well-organized** and **widely marketed** annual festivals and events, which have made a commitment to quality. Tourism PEI is interested in a diversity of unique 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 and events which require funding for: festival and event 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. local 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 2011:

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| - 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**

Organization or committees applying for assistance must be supported by an identified executive committee. Organization 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 and 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. **NOTE:** Regional, national and international one-time events which have the potential of a major impact in bringing visitors to PEI but do not fall within the condition of this Program.

**Only festivals/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 event and a financial statement of the previous year's event certified by a treasurer. **Assistance will be granted only upon completion of event or festival and submission of a statement of revenue & expenditures accompanied by receipts, a public relations package (i.e., press releases, copy of posters, flyers, etc.) and written evaluation before March 31, 2012.**

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

#### **Contact:**

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

Phone: 902-368-6339, Fax: 902-368-4438

E-mail: [mlgay@gov.pe.ca](mailto:mlgay@gov.pe.ca)

**TOURISM PEI  
FESTIVALS & EVENTS FUNDING PROGRAM  
(2012/2013)**

**APPLICATION**

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

Event Name: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

How many years has this event operated? \_\_\_\_\_

Name of Applicant/Sponsoring Group/Association: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_

To what non-profit should the cheque be made payable? (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/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 ie. 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 and 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 and Events PEI? Yes  No

5. What corporate sponsor(s) and donations are you targeting/how much? (Please List) \_\_\_\_\_

6. What is your estimated 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? How? \_\_\_\_\_

9. Are you receiving or have you applied for any other provincial government grants for this festival or event? \_\_\_\_\_ 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 year(s) event.

**Applicant 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 or use of this information can be referred to the Director of Strategy, Evaluation and Industry Investment at 902-368-5530.

Please forward applications directly to:

**Tourism PEI**  
**PO Box 2000, Charlottetown, PE, C1A 7N8**  
**Tel: 902-368-6339; Fax: 902-368-4438**  
**E-mail: mlgay@gov.pe.ca**