

## Community Cultural Festivals & Events Funding Program Application

Your non-profit organization may be eligible for up to **\$2,500** to assist with costs to attract visitors to your community cultural festival or event. Any activity which attracts visitors and provides them opportunities to experience Prince Edward Island's heritage, culture, and cuisine may be eligible for financial assistance through this program.

Applications will be received from a registered non-profit organization supported by an identified executive committee. Private sector events are not eligible for investment support under this fund.

Please provide as much detail as possible. If you require additional space for responses, please attach another sheet.

*Personal information on this form is collected under Section 31© of the Freedom of Information and Protection of Privacy Act R.S.P.E.I. 1988, c. f-15.01 as it related directly to and is necessary for assenting applications under the **Cultural Tourism Festivals & Events Funding Program**. If you have any questions about this collection of personal information, you may contact the Freedom of Information and Protection of Privacy (FOIPP) **Access and Privacy Services Office** at P.O. Box 2000, Charlottetown PE C1A 7M8 by telephone at 902-569-7590 or by email to [apso@gov.pe.ca](mailto:apso@gov.pe.ca).*

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

Event Location: \_\_\_\_\_ Event Date(s): \_\_\_\_\_

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Submission Date: \_\_\_\_\_

Contact Number: \_\_\_\_\_ (Home) E-mail: \_\_\_\_\_  
\_\_\_\_\_ (Business)

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

Web site address: \_\_\_\_\_

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

Please indicate organization's liability insurance coverage \$ \_\_\_\_\_ million

### Name and title of Board of Directors

President: \_\_\_\_\_

Vice President: \_\_\_\_\_

Secretary: \_\_\_\_\_

Treasurer: \_\_\_\_\_

**Event Information**

1. Event/Festival Description (max 250 words)

2. What are the **specific cultural 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 proposed program and highlight any new activities this year:

4. How will your festival or event be promoted?  
Please submit a separate marketing and promotion plan.

Where will your event be promoted?    On-Island    Off-Island    Both

When will the promotion begin? \_\_\_\_\_

Are you a member of Festival and Events PEI?

Yes                  No

5. What corporate sponsor(s) and donations are you soliciting? How much? (Please list.):

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

7. How does your event enrich culture on PEI?

8. Please attach your budget. Does your budget project self-sufficiency within three years?

Yes      No

If yes, how? If no, why?

9. Are you receiving or have you applied for any other provincial, federal and/or municipal government grants for this festival or event?

Yes                  No

If yes, from what department(s)? \_\_\_\_\_

10. Amount of assistance requested: \$ \_\_\_\_\_

**11. Certification**

I, \_\_\_\_\_ certify the above information to be accurate and true.

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**Name**

**Date**

**Signing Authority**

## 12. Final Report Requirements

Upon completion of your festival/event please submit the following reporting documents before March 31<sup>st</sup>:

- written evaluation of your project;
- a copy of your budget vs actual spreadsheet that includes all sources of revenues and expenses; and
- samples of marketing materials, i.e. press releases, copy of posters, flyers, etc.

*Successful applicants will be provided with a template for completing the final report.*

*Non-profit organizations realizing a profit from the specific activity should retain a portion towards the future development of their event, based on the previous year(s) financial statement.*

Please forward applications and required financial documents directly to:

### **COMMUNITY CULTURAL FESTIVALS & EVENTS FUNDING PROGRAM**

Cultural Development Division, Innovation PEI

94 Euston St.

Charlottetown PE C1A 7L9

Tel: 902-569-7742

Email: [slpratt@gov.pe.ca](mailto:slpratt@gov.pe.ca)



## COMMUNITY CULTURAL FESTIVALS & EVENTS FUNDING PROGRAM

### A. DEFINITION

A "**community cultural festival or event**" is a **special activity** which promotes and celebrates culture on Prince Edward Island by attracting visitors to the festival/event to participate in such activities. The festival or event must clearly and specifically target participants and spectators and align with the priorities of the [PEI Culture Action Plan](#). 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. The Cultural Development Division of Innovation PEI is interested in a diversity of unique festivals or events which provide both Islanders and visitors to Prince Edward Island with opportunities to experience the Island's heritage and culture.

### C. ASSISTANCE PROVIDED

The Cultural Development Division of Innovation PEI may provide financial assistance to eligible festivals or events which require funding for advertising and promotion. Please refer to guidelines for funding:

**Category 1:** 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;

**Category 2:** 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;
- have secured corporate sponsorship or community financial support;

In attempting to give each event applicant fair consideration, The Cultural Development Division of Innovation PEI will look at the following factors in assessing applications:

- time of year the event is held
- unique theme
- new development ideas
- duration of the event
- attendance numbers
- financial need
- level of private sector support
- location of event
- level of past governmental support
- 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 demonstrate a positive contribution to PEI Culture.**

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

**Only community cultural festivals or events operated by non-profit community groups or associations can apply.** Private sector events are not eligible for investment support. Cultural 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 May 1<sup>st</sup>, 2019.** Applications received after May 1st 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. Incomplete applications will not be reviewed. A complete application will include: a fully completed application form, budget and marketing plan.

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

The Cultural Development Division of Innovation PEI  
Cultural Tourism Festivals and Events Funding Program  
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