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: Eamon Dooley
Tourism PEI
P.O. Box 2000, Charlottetown, PE C1A 7N8
Tel: 902-620-3126; Fax: 902-368-4438
E-mail: tourismapplications@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: Eamon Dooley
Tourism PEI
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