



Education, Early Learning and Culture

Cultural Tourism Festivals & Events Funding Program Application

This fund is intended for festivals and events specifically targeting off-Island visitors and exhibiting the greatest tourism potential and possibility for self-sufficiency. 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 apsa@gov.pe.ca.*

Event Name:	
Event Location:	Event Date(s):
Organization Name:	
Contact Person:	Submission Date:
Contact Number: (Home) (Business)	E-mail:
Mailing Address:	
Web site address:	Fax:
How many years has this event operated?	
Please indicate organization's liability insurance coverage \$ million	

Name and title of Officials (Executive Committee)

President:	
Vice President:	
Secretary:	
Treasurer:	

Event Information

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 cultural 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 proposed program and highlight activities new this year:

4. How will your festival or event be promoted? (Please circle 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
Social Media
Other (please indicate)

Where will it 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 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

If yes, 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: \$

11. Certification

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

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Name

Date

Signing Authority

Please submit the following reporting documents before March 31st:

- written evaluation of your project;
- statement of revenue and expenditures (accompanied by receipts, if requested); and
- samples of marketing materials, i.e. press releases, copy of posters, flyers, etc.

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:

CULTURAL TOURISM FESTIVALS & EVENTS FUNDING PROGRAM

Cultural Affairs Division, Department of Education, Early Learning and Culture

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