



Application for Event Sponsorship

Thank you for applying to the **Event Sponsorship Program** through the Peterborough Destination Association. Detailed below are the contents of the supporting documentation package that must be submitted with your request for funding. This should provide sufficient information to permit an assessment and decision on your application. Peterborough Destination Association may request additional information or clarification of the data provided. All information provided will be kept strictly confidential.

The **Event Sponsorship Program** objectives are to support community based events with the intent to increase tourism throughout Peterborough County which will drive economic activity for local businesses. Projects that may be supported include tourism events and associated marketing, promotional activities and meetings or gatherings that will bring at least 100 visitors in from outside Peterborough County. Submissions that demonstrate active partnerships are encouraged.

Please complete and sign the accompanying Peterborough Destination Association request for funding form and return it with the supporting documentation package to info@pdaptbo.com.

Applications are assessed on the following criteria:

- a. Does the program/event have a professional plan in place that encourages overnight stays?
- b. Is the program/event a unique activity that will increase exposure of the Peterborough Area in exterior markets?
- c. Does the event occur annually/biannually or one time?
- d. Is this a program/event that requires annual investment, and does it have the potential to grow with a succession plan for future funding?
- e. Do the eligible costs include any direct or non-capital costs? Are the costs reasonable, incremental and directly related to the project activities?
- f. Does the program/event provide estimated impact on the economic health of Peterborough County, and a strong demonstration for longterm ROI?
- g. The organization has a history of demonstrating excellent community service (previous fund raising initiatives, annual board reports) and maintains a positive reputation.
- h. The organization has clearly thought-out and presented the program objectives and tactics and meets the overall objectives of the PDA.
- i. All projects will be required to submit a monthly report, as well as a final report that will include a summary of activities, accomplishments, and financial reconciliation of the project.
- j. Peterborough Destination Association may contribute up to 100% of eligible project costs, however, partnerships and projects with leveraged funds , whether in kind or cash, will be given priority.
- k. Projects that create dependancy are not eligible.

If the application is approved, Peterborough Destination Association will prepare a letter of understanding with terms, conditions and monthly reporting requirements. Funds will be released after successful completion of the project subject to a 10% hold back until applicant, after completing the project, has met all the project requirements as laid out in the letter of understanding and/or until a final report and budget is received by Peterborough Destination Association.

Any questions or concerns regarding the application process or the **Event Sponsorship Program** should be directed to:

Sarah Kerr
PDA Administrator
Phone: 705 768 7516
Email: info@pdaptbo.com
Website: pdaptbo.com



Event Sponsorship Program Application

Organization: _____

Contact Name: _____

Full Address: _____

Telephone: _____

Email: _____

Purpose: _____

Amount Requested: _____

Authorizing Signature

Date

Print Name

1. Organization Profile

Contact Person: _____

Position: _____

Phone: _____ Email: _____

Description of Organization or Group: (Please attach a mission, activities, membership, list of board members to principles and copy of charter or articles of incorporation).

Classification of organization (circle one):

For Profit Municipal Government Not for Profit Other

How many employees do you have?

_____ Full Time

_____ Part Time

2. Project information:

Name/title: _____

Start date: _____ Completion date _____

Location of project: _____

Attach a brief description of the project, including purpose, goals and community involvement:

Describe what aspects of your project the event sponsorship funding will be used for:

What are the key objectives of the project?

What types of businesses will benefit?: (Circle, and comment if necessary)

Accommodations How: _____

Restaurants/bars How: _____

Facilities with meeting space How: _____

Sporting Facilities How: _____

Shopping How: _____

Tourism Attractions How: _____

Please list community partners:

- a.
- b.
- c.

3. Project Costs:

Projected Expenses	Cost
Total Project Cost	
Amount Requested from PDA	

Please make sure to attach:

- a. Project budget
- b. Leverage
- c. Cover Letter
- d. Business registration, letters of incorporation, or not for profit status (required).**