

2024 Tourism Development Event Sponsorship Application

Please fully complete the following questions. Incomplete applications will not be considered.

ORGANIZATION INFORMATION

Organization

Mailing Address

City

Postal Code

Org Email

Website

Organization Phone

CONTACT INFORMATION

First Name

Last Name

Position / Role

Contact Email

Contact Phone

EVENT INFORMATION

Event Name

Event Date(s)

Location(s)

Please provide a detailed description of your event/festival

Will you be partnering with any other businesses for this event/festival?

Yes

No

If so, please specify who, and how they will be involved

How many people do you expect to attend/participate?

How will your event increase tourism revenue, visitation, and/or overnight stays to the Drumheller Valley?

What performance measures will you use to track increased local tourism revenue, visitation, and/or overnight stays? (select all that apply)

Room bookings	Yes	No
Ticket Sales	Yes	No
Survey results	Yes	No
Social media stats	Yes	No
Google Analytics	Yes	No
Other (please specify)		

Is your event ticketed? Yes No

If yes, please provide ticket pricing and details on how to get tickets

Will you have a minimum or maximum capacity for your event? Yes No
If yes, what is the minimum and/or maximum capacity? Min Max

MARKETING

In which of these geographic areas will you be marketing/promoting your event?

% Drumheller & Area % Within 3 hours of Drumheller % Other AB % Outside AB

What marketing activities will be used to reach your target markets outlined above?

Advertising (eg. newspapers, magazines, radio, television)

Digital Promotion (eg Paid Social Media, search engine marketing, digital display ads, blogs)

Marketing Collateral (Brochures, rack cards, guides, maps, giveaways)

Consumer Focused Asset Development (eg. event website or landing page, photography, video, written content, etc.)

Other (please specify) _____

Does your event align with any of the Destination Drumheller Development Plan Pillars or Objectives?
[See pg 21 of the Destination Development Plan.](#) If so, please indicate which pillars and how your event relates.

EVENT BUDGET

How much money are you requesting from Travel Drumheller?

How will this funding enhance your event?

Have you received or applied for additional funding or grants? Yes No

If yes, please indicate the amounts and from which funding program(s).

Funding Source (Organization and/or funding program name)	Amount	Is this funding confirmed?

Please provide an outline of your event budget in the table below.

Expenses	Budget
Facility / Venue Rental	
Entertainment	
Travel / Accommodation	
Food & Beverage	
Audio / Visual	
Equipment Costs / Rentals	
Marketing / Advertising	
Safety / Security	
Other	
Total Expenses	

Income / Revenue	Budget
Sponsorship (including this one)	
Other Grants	
Ticket Sales	
Food & Beverage	
Other (eg. Merchandise, donations, etc)	
Total Income	

Expected Profit = Income – Expenses = _____

SUCCESSION

Do you intend to host this event again in the future? Yes No

If so, how often?

How will you fund this event in the future?

TERMS & CONDITIONS

If your application is successful, the following must be provided prior to the issuing of your initial funding cheque

- A signed copy of the Funding Agreement
- A high-resolution version of your organization's logo (png or jpg format preferred)
- A copy of your liability insurance. Travel Drumheller requires that all events purchase a minimum of \$2,000,000 in liability insurance and list Travel Drumheller as an additional insured.
- Agree to give recognition to Travel Drumheller's funding support by displaying the Travel Drumheller logo where appropriate.
- Details for Event Calendar (as soon as possible. Details can be edited if need be)

TERMS OF FUNDING

- Applicants are eligible to apply for a maximum contribution of \$5000 contingent upon total program funds available
- All funding provided by Travel Drumheller must only be used for eligible costs as outline in the Program Guide
- If your application is approved, funding will be distributed in 2 payments:
 - 75% payment will be made upon receipt of a signed Funding Agreement, your logo, and proof of insurance.
 - 25% will be paid upon submission of copies of approved receipts and a close-out report
- Applicants must notify Travel Drumheller in writing of any significant changes to the event as outline in the application. Changes need to be approved by the Funding Committee.

REPORTING

Funding recipients **must provide copies of receipts** for expenses that equal the total amount of funds approved by Travel Drumheller. Receipts must only be for products or services that fall within the eligible costs.

Recipients must also complete a short **Close-Out Report** relating to the number of participants and attendees at their event. The report template will be provided by Travel Drumheller.

All copies of receipts and the Close-Out Report **must be submitted no later than 60 days** after event completion in order to receive a final payment of funding. Travel Drumheller will require the return of any unspent funds or funds spent on ineligible activities.

Cancelled Events – If your event is cancelled, for any reason, any funds not yet spent **must be returned within 30 days** of the cancellation announcement. Eligible costs incurred prior to cancellation will still be processed upon submission of copies of receipts and completion of Close-Out Report.

DECLARATION

Please sign below to confirm that you:

- have read and understood the terms and conditions of the Travel Drumheller Tourism Development Fund
- are located in the Drumheller Valley tourism service area ([see map](#))
- are an authorized signatory of the applicant
- would like to submit your application for consideration

Signature of Applicant

Date

Applications must be emailed to development@traveldrumheller.com. You will receive an email confirming that your application has been received.