

### **GUIDELINES**

In 2022-23 Travel Drumheller in its role as a Destination Marketing Organization (DMO), is able to offer sponsorship for on street entertainment to support events in the Drumheller region. The intention of this program is to help stakeholders enhance their events to attract new visitors and support the local economy.

Only one sponsorship will be allocated to one event. Applicants are reminded that all sponsorships are awarded on a year-by-year basis and are not to be considered as an ongoing source of funding. Eligible recipients include tourism operators, and organizations directly engaging in tourism initiatives and events.

#### **Eligible Organizations**

- Tourism operators or organizations directly engaging in tourism initiatives within the Drumheller Valley (including areas up to 50km from the town)

#### **Events must:**

- exhibit collaboration between organizations and contribute to the broader well-being of the community
- promote an economic development or tourism opportunity for the community
- benefit a number of people and have a measurable community impact
- provide high visibility recognition opportunities for Travel Drumheller (photo opportunities, effective branding at the event site, social media opportunities, etc.) or other compensation of equal value.
- take place in the Drumheller region
- encourage overnight stays
- be promoted to visitors from greater than 50 kms outside of Drumheller

#### **Funding requests**

- should not exceed \$5,000 per event
- must cover musical and/or street entertainers. This includes jugglers, circus entertainers, buskers and so forth
- should be applied for by organizations using the attached application form
- must be received a month prior to the event
- should be submitted to [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com) along with any draft promotional materials for consideration
- may be approved or declined by the sole discretion of the Travel Drumheller Board of Directors based on the need of the application, the opportunity for Travel Drumheller, and/or budget available
- may or may not be approved at the full amount requested
- will be reviewed on a first-come, first-served basis

Approved funds must be expended in full one month following the event and must be spent before March 31, 2023 in order to be considered. 75% of funds will be distributed upon approval of application and 25% will be distributed upon receipt of the Close-Out Report.

### Sponsorship will not cover:

- Retroactive expenses
- Political or religious events
- Travel costs
- Taxes, including GST
- staff wages or salaries
- costs of land, building or vehicle purchases
- fees for administrators, staff, or Board of Director

### Application Details

Application opens – September 15, 2022. Note, sponsorships will be awarded on a first-come, first served basis for eligible projects, so applying early is recommended.

Applications MUST be received at least one month prior to the event.

Events must occur between October 1, 2022 and March 31, 2023

Complete the application and submit to [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com).

### Close-Out Report

A mandatory requirement of the program is the submission of a Close-Out Report within 60 days of the last day of the event. The purpose of this report is to evaluate the success of the sponsored event and confirmation that all sponsorship recognition tactics were executed as stated on the Travel Drumheller Sponsorship application and how the sponsorship dollars were used to support the event.

The Close-Out Report will include a Post-Event Economic Assessment, for which the template will be provided to recipients, and is to be submitted to [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com) no later than 60 days following the last day of the event. The Close-Out Report will also require verification and proof of the following:

- Proof of sponsorship recognition for the tactics stated as part of the application process
- Copies of final invoices/receipts for purchases made with Travel Drumheller funds
- Social Media Analytics
- Testimonials from attendees, volunteers, performers, vendors and any others involved
- Event pictures and video

**2022 Entertainment Funding Application**

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

Registration # (If applicable) : \_\_\_\_\_

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

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date of Application: \_\_\_\_\_

**Project Information**

Project Name: \_\_\_\_\_

Project Date(s): \_\_\_\_\_

Location: \_\_\_\_\_

Total Amount Requested \_\_\_\_\_

Benefits Travel Drumheller receives as a sponsor (eg. Media exposure, complimentary tickets, signage, etc) \_\_\_\_\_

Indicate if you are receiving funds from other sources     Yes     No

If yes, list other sources: \_\_\_\_\_

\_\_\_\_\_

### Estimated Economic Impact Assessment

Proposed Expenditures	
Please include all applicable expenditures write zero if there is no cost	
Facility/Venue Rental	
Entertainment	
Food and Beverages	
Audio/Visual	
Equipment Costs/ Rentals	
Marketing /Advertising /Promotion	
Safety/Security	
Other Services	
Additional Costs	
<b>Total Expenditure</b>	

Proposed Revenue	
Sponsorship	
Other Grants	
Additional Revenue	
<b>Total Revenue</b>	

### Application Submission

Applications must be submitted to [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com). 75% will be awarded on sponsorship approval and the remaining 25% will be issued upon receipt of your completed close-out report.

Sponsorships will be awarded to eligible projects on a first-come, first-served basis, so applying early is recommended.

Events must occur before **March 31, 2023**.

Please note, should your application be successful, recipients at minimum agree to acknowledge the sponsorship of Travel Drumheller through the following:

- including the Travel Drumheller logo and hashtag #UncoverWonder in promotional materials and/or social media posts

*(Logo and/or promotional materials will be supplied)*

Authorized Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Note: Events should be submitted to the Travel Drumheller event calendar found at [www.traveldrumheller.com/travel-drumheller-events/submit-an-event/](http://www.traveldrumheller.com/travel-drumheller-events/submit-an-event/).*

#### Office Use Only

Date of Receipt: Date of Decision:

Approval:       Yes    No    If Approved, sponsorship amount \$

Board Approval

Name: Signature:

Name: Signature: