

GUIDELINES

In 2023 Travel Drumheller, in its role as a Destination Marketing Organization (DMO), will offer sponsorship for entertainment to support events in the Drumheller region. The intention of this program is to help stakeholders create or enhance their events to attract new visitors and support the local economy.

Only one sponsorship will be allocated for each successful event application. 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 30 days prior to the event
- should be submitted to admin@traveldrumheller.com along with any draft promotional materials for consideration
- may be approved or declined by the sole discretion of Travel Drumheller 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

Approved funds must be expended in full 30 days following the event. 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 directors

Application Details

Application opens – December 12, 2022.

Applications will be reviewed on an ongoing basis, so applying early is recommended.

Applications MUST be received at least 30 days prior to the event.

Events must occur by December 31, 2023

Complete the following application and submit to 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 day of the event. The purpose of this report is to evaluate the success of the sponsored event, confirm all sponsorship recognition tactics were executed as stated on this application, and confirm how the sponsorship dollars were used to support the event.

The Close-Out Report template will be provided to recipients, and is to be submitted to admin@traveldrumheller.com no later than 60 days after the last day of the event. The Close-Out Report will 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

Applicant Information

Organization Name:

Mailing Address:

City:

Postal Code:

Contact Name:

Contact Phone:

Email:

Date of Application:

Event Information

Event Name:

Event Date(s):

Location:

Total Amount Requested:

List all Partners:

Event Description (*please include the type of entertainment you intend to use this sponsorship money on*):

Event Audience (indicate the % for each of the following groups):

% Drumheller & Area

% Within 3 hrs of Drumheller

% Other Alberta

% Outside Alberta

How will you promote your event?

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 Spending

Expenses	Budget	Actual <small>(to be completed after the event)</small>
Facility / Venue Rental	\$	\$
Entertainment	\$	\$
Food & Beverages	\$	\$
Audio/Visual	\$	\$
Equipment Costs / Rentals	\$	\$
Marketing / Advertising	\$	\$
Safety / Security	\$	\$
Other Services	\$	\$
Miscellaneous	\$	\$
Total Expenses	\$	\$

Income / Revenue	Budget	Actual <small>(to be completed after the event)</small>
Sponsorship	\$	\$
Other Grants	\$	\$
Ticket Sales	\$	\$
Other Income	\$	\$
Total Income	\$	\$

Expected Profit (Income – Expenses) =

Do you intend to host this event again in the future?

Yes

No

If yes, how will you fund this event in future years?

Travel Drumheller Recognition

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

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

(Logo and/or promotional materials will be supplied)

Other possible ways to acknowledge Travel Drumheller's support:

- Before the event – logo on posters, tickets, signage, logo or thank you in promotional emails, on your website, on your social media channels (with #UncoverWonder), etc.
- At the event – provide Travel Drumheller with display space (eg. space for banner(s) or a table to put information / sales), verbal recognition from the stage, etc.

Application Submission

Applications must be submitted to 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 on an ongoing basis, so applying early is recommended.

Events must occur by **December 31, 2023**.

Applications will be scored based on:

- Number of Partners
- Economic Benefit
- Draw for Audiences outside of the Drumheller Valley (greater than 50km)
- Travel Drumheller Recognition
- Event Timing (September to May events will score higher than June to August events)
- Planning for future events, tourism business sustainability, or tourism product development

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/.

Office Use Only

Date of Receipt:

Date of Decision:

Approval: Yes No If Approved, sponsorship amount \$

Committee Approval:

Name:

Signature:

Name:

Signature: