

ORGANIZATION INFORMATION

Organization: _____

Mailing Address: _____

City: _____ Postal Code: _____

Org Email: _____

Org Phone: _____

CONTACT INFORMATION

First Name _____ Last Name _____

Position / Role _____

Contact Email _____ Contact Phone _____

EVENT INFORMATION

Event Name _____

Event Date(s) _____

Location: _____

Please provide a detailed description of your event/festival

List any partners or collaborators and their role (if applicable).

How will your event attract visitors and increase tourism in the Drumheller Valley? Please include any expected impact on overnight stays, visitor spending, or visitation.

EVENT OUTCOMES

How will you measure the success of your event?

Select all that apply and provide your goal or expected result where applicable.

Success Measure	Goal/Expected Result
☐ Estimated Overnight Stays (Room Nights)	_____
☐ Attendance	_____
☐ Ticket Sales	_____
☐ Survey Results	_____
☐ Social Media Performance <i>(required reporting for close-out report: reach, impressions, engagement, and followers gained)</i>	_____
☐ Website / Google Analytics <i>(required reporting for close-out report: website traffic, referrals etc. 90 days prior and 14 days following event)</i>	_____
☐ Other: _____	_____

If applicable, please also provide the minimum and/or maximum event capacity.

How will this funding enhance your event? What will the funding allow you to do that you wouldn't be able to without it?

Have you secured or applied for funding from other sources? If yes, please list the funding source, amount requested or received, and whether the funding has been confirmed.

Please outline below how this funding will be spent. List all eligible expenses.

What is your total event budget?

*The Tourism Development Fund provides seed funding to help launch new projects and events. As this funding is not intended to be ongoing, Travel Drumheller looks favourably on initiatives with a plan to become financially sustainable over time.

If yes, how do you plan to make it financially sustainable?

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How will you market your event? (Select all that apply.)

- ☐ Traditional Advertising (eg. newspapers, magazines, radio, television)
- ☐ Digital Promotion (eg paid social media, search engine marketing, digital display ads, etc.)
- ☐ Print Material (eg. Brochures, rack cards, guides, maps, signs)
- ☐ Consumer Focused Asset Development (eg. event website/page, photography, video, written content, etc.)
- ☐ Other (please specify)
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Tell us briefly how you plan to promote your event.

Please note that while hosting events that are available to local residents is important, Travel Drumheller's focus is on bringing more people to the valley. Events marketed outside Drumheller are viewed favourably.

How does your event support Travel Drumheller's tourism goals? (Select all that apply.)

- ☐ Attracts visitors from outside the Drumheller Valley
- ☐ Encourages overnight stays
- ☐ Creates a new visitor experience
- ☐ Enhances or expands an existing event
- ☐ Takes place outside the peak summer season (July/August)
- ☐ Has the potential to grow into a signature tourism event

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)
- 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 provided Travel Drumheller logo where appropriate.
- Details for Event Calendar listing on traveldrumheller.com

TERMS OF FUNDING

- Applicants must be Travel Drumheller tourism or community partners (support financially through partnership, destination marketing fees, or other contributions).
- 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 outlined in the Funding Guidelines
- 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 review of a close-out report and copies of approved receipts.
- Applicants must notify Travel Drumheller in writing of any significant changes to the event as outlined in the application. Changes need to be approved by the Funding Committee.

REPORTING

Recipients must complete a Close-Out Report relating to the execution of their event and marketing efforts. The report template will be provided by Travel Drumheller.

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

All copies of receipts and the Close-Out Report must be submitted no later than 45 days after event completion 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 should be emailed to executivedirector@traveldrumheller.com.