



Festival & Events Program Application

Registered Name of Organization

Contact Person Position

Mailing Address

Postal Code Website

Phone Fax E-mail

Festival/Event Name

Festival/Event Date(s) Location

Total Projected Festival/Event Budget \$

Total Applicable Marketing Project Costs \$

Amount Requested (up to 50% of applicable costs) \$

Have you received previous funding from this program? If yes, how many years?

Projected Attendance for this year

Did the number of visitors increase or decrease from the previous year?
 Increased by _____ per cent Decreased by _____ per cent Remained the same

Target Market(s) (To whom are you marketing? And where?)

Marketing Project Description (please detail or attach)

Broad Project Objectives (to increase visitors by _____ per cent, to raise 5 per cent more money this year, etc.)

Evaluation Plan (How will you evaluate whether you achieved your objectives? Provide examples of attendance, revenue, on-site surveys, etc.)

- Attach Financials
- Send to RTIA/HRM

*Application Deadline:
March 20, 2009*

I hereby certify that the information provided in this application is accurate to the best of my knowledge, and that I have attached my financial statement.

Applicant

Date