



Tourism Saskatchewan Event Hosting Program Marquee Annual Tourism Events Category

Objective:

Funding is provided to increase visitor attendance and expenditures at new or existing tourism festivals and events.

Assistance:

New or existing festival or events are eligible for up to one-third of the operating budget to a maximum of \$50,000.

Events must demonstrate:

- Strategies or activities that increase in tourist visitation, spending and length of stay in Saskatchewan resulting in economic impact for the province. A tourist is any individual travelling 40 kilometres or more to attend an event or one who stays overnight in a commercial accommodation property, regardless of distance travelled.
- A project plan with strong tourism rationale and ability to sustain the proposed tourism project in future years.
- Strong economic impact.
- A well-developed marketing plan.
- Strong organizational and leadership capacity, including a track record of producing similar events successfully.
- Commitment to growing the tourism market.
- Alignment with Tourism Saskatchewan's brand pillars: Land and Sky, Time and Space, and Community. Review [Bringing the Saskatchewan Tourism Brand to Life](#) and learn how to weave the brand themes into your activities.
- Financial support from partners.
- Support from relevant provincial governing bodies, if applicable.
- Key partner support from stakeholders such as event venues and hotels. Events that demonstrate that they occur during periods that are typically slow for these stakeholders will be given preference.

Eligible Expenses:

- Marketing costs, including advertising, promotion and communication. Costs in this area can include marketing material development and distribution, website development, social media costs, etc. Marketing activities must occur at least 40 kilometres outside of the event location and designed to attract tourists to the event.
- Audience surveys, research or economic impact studies.
- Costs associated with organizational capacity development including skill development for Board of Directors.
- Translation costs.
- Other costs deemed reasonable – please contact Event Program staff to discuss.

Eligibility:

To be eligible for Marquee Annual Tourism Events funding, the event must:

- Take place in Saskatchewan, or be able to increase participation/attendance at an event occurring in Saskatchewan.
- Be represented by an organization/applicant that is a legal entity.
 - Examples include organizations that are established by legislation, are federally or provincially incorporated, band councils established under the Indian Act, private enterprises, registered not-for-profits, municipalities and other authorities.



Charity fundraisers, anniversaries, reunions, Canada Day celebration, homecomings, seminars, clinics, religious and political gatherings are not eligible for support.

Application and Evaluation Process:

Applicants must use the online application form [found here](#). Applications received in any other format will not be accepted.

There are two annual intakes: Spring intake (deadline February 28) and Fall (deadline September 30).

When you submit your application, you will receive a confirmation notice by email. If you do not receive confirmation of your submission within two weeks, contact eventprogram@tourismsask.com or call 306-787-5525.

Applications will be reviewed against the program's criteria by the Event Advisory Committee, which will then make a decision regarding funding amounts. You will receive a response to your application within six weeks after the deadline.

Application Checklist:

- Review the Application Guide
- Consult with Tourism Saskatchewan's Event staff:
 - Tyler Lloyd (306-787-5525) or Spencer Robertson (306-787-2302)
- Demonstrate support from your provincial governing body (if applicable)
- Demonstrate support from stakeholders, including municipalities
 - Confirmed amounts, dates of expected review of request
- Complete the entire [application form](#).
- Provide supporting materials (detailed event budget and detailed marketing plan). All supporting materials must be submitted with your application. Applications that do not include the supporting materials noted above will not be considered.