Tourism Saskatchewan Event Hosting Program
National and International Tourism Events – Sport-based Events & Meetings and Conventions

Objective:
Funding is provided to increase visitor attendance and expenditures at one-time national and international events in Saskatchewan and/or showcase Saskatchewan as a desirable destination. Because many of the eligible expenses for this program occur in advance of hosting the event, proponents are encouraged to apply early.

Assistance:
Sport/Culture Event Tier 1 – These events typically draw more than 1,000 tourists and generate significant national or international media exposure for the province. Applicants are eligible to apply for up to a maximum of 35 per cent of the total budget for the event.
Sport/Culture Event Tier 2 – These events typically draw fewer than 1,000 tourists and generate mostly local media exposure. Applicants are eligible to apply for up to a maximum of $20,000.
Meetings and Conventions –These events will draw more than 200 delegates. Applicants are eligible to apply for up to a maximum of $30,000 of eligible expenses.

Applications will be assessed against the expectation of events in their respective category/tier.

Events must demonstrate:
- Strategies or activities that increase in tourist visitation, spending and length of stay in Saskatchewan, resulting in significant economic impact for the province. A *tourist* is any individual, including participants/athletes/conference delegates and spouses, travelling 40 kilometres or more to attend an event, or one who stays overnight in a commercial accommodation property, regardless of distance travelled.
- The ability to attract tourists from, in order of priority: outside of Canada; Non-regional B.C., Ontario, Quebec and Eastern Canada; Manitoba and Alberta; Saskatchewan (outside of a 40 kilometre radius).
- An increase in profile for Saskatchewan as a desirable destination. This would include the level of provincial/national/international media exposure.
- A well-developed marketing plan.
- A project plan with strong tourism rationale.
- Strong organizational and leadership capacity, including a track record of producing similar events successfully.
- Stakeholder support, with particular emphasis on financial support.
- 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.
- 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.
- Connection to one of Saskatchewan's key economic sectors for Meetings and Conventions: agriculture and agri-business, energy, forestry, life sciences, biomass, manufacturing, and minerals.
- Support from relevant provincial governing bodies, if applicable.

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, receptions at the event in the year prior to hosting it in Saskatchewan, and travel associated with marketing efforts. Marketing activities must occur at least 40 kilometres outside of the event location and designed to attract tourists to the event.
- Costs associated with the attraction of the event to Saskatchewan, including rights fees.

- Audience surveys, research or economic impact studies.
- Costs associated with organizational capacity development including skill development for Board of Directors. Costs associated with increasing visitor expenditures, such as the development of leisure tourism packages associated with the event and the promotion of these packages.
- Other costs deemed reasonable – please contact Event Program staff to discuss.

Eligibility:
To be eligible for National and International 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 conformation 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.
However, applicants should be aware that applications for funding exceeding $50,000 must go forward to Cabinet for its decision and approval, adding to the response time.

Application Checklist:
☐ Review the Application Guide.
☐ Consult with Tourism Saskatchewan's Event staff:
  - Tyler Lloyd (306-787-5525) or Spencer Roberton (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 requests
☐ 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