



Tourism Saskatchewan Event Hosting Program Special Tourism Projects

Objective:

Funding is provided to support activities which positively contribute to the image and perception of Saskatchewan as an enticing tourism destination and demonstrate potential to generate significant tourist visitation and spending.

Assistance:

There is no limit on the amount of support available through Special Tourism Projects; however, requests will require a strong and compelling rationale in relation to program objectives in order to access funding.

A Special Tourism Project is an initiative that:

- Is organized as a series of events or activities over a set period;
- Demonstrates a capacity and intention to attract tourists;
- Is marketed and promoted to prospective tourists; and
- Highlights Saskatchewan as a top-of-mind travel destination.

Events must demonstrate:

- Strategies or activities that increase tourist visitation, spending and length of stay in Saskatchewan resulting in economic impact for the province. A tourist is any individual traveling 40 kilometres or more to attend an event or one who stays overnight in commercial accommodation regardless of distance travelled.
- Enhancement of the image of Saskatchewan to prospective visitors through coverage in traditional and digital media in key markets.
- Strong economic impact.
- Activities showcasing Saskatchewan as an enticing travel destination.
- Strong organizational and leadership capacity, including a track record of producing similar events successfully.
- A project plan with strong tourism rationale and a well-developed marketing plan.
- 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.
- Key partner support from stakeholders such as event venues and hotels. Events that 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, 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 for activities that demonstrably improve the visitor's experience.
- Fees paid for new programming.
- Translation costs.
- Audience surveys, research or economic impact studies.
- Film and digital media which will be viewed in key markets.
- Other costs deemed reasonable – please contact Event Program staff to discuss.



Eligibility:

To be eligible for Special Tourism Projects funding, the event must:

- Take place in Saskatchewan, be able to increase participation/attendance at an event taking place in Saskatchewan, or provide significant exposure of Saskatchewan tourism experiences to key audiences.
- 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 requests
- Complete the entire [application form](#).
- Provide supporting materials (detailed event budget and detailed marketing plan). All supporting material must be submitted with your application. Applications that do not include the support materials noted above will not be considered.