



## Tourism Saskatchewan Event Hosting Program Community Annual Tourism Events Category

### Objective:

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

### Assistance:

New or existing festivals or events will be eligible for up to \$15,000, or one-third of the actual operating budget of the event, whichever amount is less.

### 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 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 the ability to sustain the proposed tourism project in future years.
- Strong economic impact.
- A well-developed marketing plan.
- Strong organizational and leadership capacity capable of delivering the proposed tourism project.
- 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.
- Stakeholder support, with particular emphasis on financial support.
- Support from relevant provincial governing bodies, if applicable.

### Eligible Expenses:

- Marketing costs, including advertising, promotion and communications. This includes marketing material development/distribution, website development, social media costs, 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.
- 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 Community 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](mailto: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.