**Hornby Island Experiences, Sports & Initiatives FUND**

**2025 FUNDING AGREEMENT – FOR USE ON GREATER THAN $2,000. GRANTS**

Date:

Dear [applicant name],

We are pleased to advise you that the **[event name]** organized by **[organization/business name]** has been approved for **[funding amount]** in funding through the 2025 Hornby Island Experiences, Sports & Initiatives Fund.

All funding provided by HICEEC (MRDT Hornby Island) must contribute to the program goals and objectives, and fall under the approved eligible expenses:

* **Marketing costs** for out-of-region promotion (target audiences of Victoria, Vancouver island, Lower Mainland, Calgary and/or Edmonton):
  + Advertising – print (e.g., newspaper, magazine), radio, television, digital display
  + Digital Promotion – paid social media, search engine marketing, blogs
  + Marketing Collateral – brochures, rack cards, guides, maps, promotional giveaways
* **Consumer-focused asset development** such as photography, video, written content, event website or landing page
* **Market Research** costs, including event and/or experience economic assessments and feasibility studies
* **Event Production costs**, including venue rental, performers, catering, equipment rental, etc.
* **EXISTING STAFF AND CAPITAL INFRASTRUCTURE COSTS ARE NOT ELIGIBLE**
* **If in doubt, please ask HICEEC to get clarification on costs from 4VI.**

To receive funding, the following program details and guidelines must be accepted by way of signature and emailed back to karen@hiceec.org

**Terms of Funding and Payment:**

Prior to the issue of your initial funding cheque (80% of the approved funds) you must:

* Return your signed Funding Agreement.
* Provide a copy of your liability insurance. HICEEC requires that all events purchase a minimum of $2,000,000 in liability insurance and list HICEEC as an additional insured.
* Provide a high-resolution version of your organization’s logo (.eps .pdf .png format preferred) and any accompanying guidelines to be used for any HICEEC promotional activity for your event/experience.
* Agree to give recognition to HICEEC’s funding support by displaying the HICEEC logo.
* Share, with HICEEC, for the Hornby Island Media Library and [www.hornbyisland.com/events](http://www.hornbyisland.com/events) online calendar, any photographic and marketing assets developed.
* Agree to complete reimbursement and final reporting requirements as determined by HICEEC.

The remaining 20% of the approved funds will be issued when HICEEC receives **copies of receipts** for eligible activitiestotaling the amount of funding provided and your event/experience measurables report. The report template will be provided by HICEEC.

Copies of receipts must be submitted **no later than 60 days** **following the completion of your event** in order to receive a final payment of funding. All funding received must be spent by the end of 2025 and not carried over into the following year.

If an applicant fails to provide copies of receipts within the required 60 days, the final payment of 20% of the funds will not be released and may result in future applications being rejected. Flexibility in this process may be acceptable in extraordinary situations.

HICEEC will require the return of any unspent funds, funds spent on ineligible activities or expenses without receipts.

**Cancelled Events:** If your event is cancelled for the current year of the Agreement, any funds not yet spent must be **returned within 30 days** of the cancellation announcement. Any approved expenses completed prior to cancellation will still be processed upon submission of copies of receipts and proof of payment.

We wish you every success with your event/experience and look forward to seeing the results.

**Questions?**

If you have any questions regarding the HICEEC Experiences, Sports & Initiatives funding, please contact:

Karen Ross

Hornby Island MRDT Coordinator

[karen@hiceec.org](mailto:Tanya@experiencecomoxvalley.ca)

**By signing below, I understand and accept the program guidelines.**

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Signature of Recipient/Representative Date signed

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Print Name Print Title

This funding agreement is between HICEEC, distributing MRDT funds, and the Recipient/ Representative (as named above).