**Hornby Island Events, Sports & Initiatives Fund**

**PROGRAM APPLICATION FORM**

See Program Guidefor information.

Completed applications must be submitted by email to: [karen@hiceec.org](file:///C%3A%5CUsers%5CKaren%5Cdownloads%5Ckaren%40hiceec.org)

# Section 1: Applicant Information

|  |
| --- |
| **Organization/Business Information (Identify the Legal Entity which will be assuming ﬁnancial and reporting responsibility for this application)** |
| **Organization/Business Name:** |  |
| **Applicant Type:** (e.g. non-proﬁt, charity, sole proprietor, corporation) |  |
| **NPO/Charity Registration # or Business Number:** |  |
| **Street Address:** |  |
| **City/Province:** |  |
| **Postal Code:** |  |
| **Contact Information (Identify the representative who will act as the primary contact for this Application)** |
| **Contact Name:** |  |
| **Position/Title:** |  |
| **Contact Phone:** |  |
| **Contact Email:** |  |

**Section 2: Event or Experience Information**

1. **Please identify (check one) if this application is for an:**

 Event / Sports/ Festival *(single or multi-day)*; OR

 Experience / Initiative *(e.g. guided tour, self-guided activity, etc.)*

1. **Name of Event / Experience**
2. **Date(s)/time range of Event / Experience** *(select all that apply)*

 January  February  March

 April  May  June  July

 August

 September  October

 November  December

 Speciﬁc date(s):

1. **Location of Event / Experience**
2. **Event / Experience Overview**

***Please provide a description of your event/festival or experience, including the expected/ targeted number of participants*** *(Max. 250 words)*

1. **How will your event/experience inﬂuence increased local tourism revenue, visitation, and/or overnight stays on Hornby Island?** *(Max. 250 words)*
2. **What performance measures will you use to track increased local tourism revenue, visitation, and/or overnight stays?** *(select all that apply)*

 Room bookings  Ticket sales

 Survey results

 Social media stats  Google Analytics

 Other (Please specify):

1. **Is your event / experience ticketed? Please provide details of the pricing.**
2. **Please indicate how this funding will enhance your event or experience.**
3. **Have you received or applied for additional funding or grants? If yes, please state the amount(s) and from which funding program(s).**

|  |  |  |
| --- | --- | --- |
| **Funding Source***Organization and/or funding program name* | **Amount** | **Is this funding conﬁrmed?** |
|  |  |  |
|  |  |  |
|  |  |  |

**K. In which of these geographic areas will you be marketing/promoting your event/experience?** Check all that apply.

* Vancouver Island, BC
* Lower Mainland, BC
* Other BC

 Other Canada

 Other United States

1. **What marketing activities will be used to reach your target markets outlined above?** Check all that apply.

|  |  |  |
| --- | --- | --- |
|  | 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 | Photography, video, written content, event website or landing page |
|  | Other (please specify) |  |
|  | Not applicable |  |

1. **Does your event / experience align with sustainable practices (environment and/or socio-economic) and/or one or more of the** [**United Nation’s SDG**](https://hiceec.org/mrdt)**?** (e.g. Local food procurement, water conservation, etc.)

 Yes  No

If yes, please describe:

1. **How much funding are you requesting from HICEEC?** *Please note that MRDT funding must be used for eligible costs only.*

$

1. **Provide a brief description of how this money would be spent.**

|  |  |  |
| --- | --- | --- |
| **Activity***(e.g. Print Advertising)* | **Description***(e.g. Front cover ad in the Hornby Tribune)* | **Budget** |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
| **Total** | **$** 0.00 |

# Section 3: Terms and Conditions

If your application is successful, the following information **MUST be provided prior to the issuing of your initial funding cheque**:

 A signed copy of the Funding Agreement.

 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.

 A copy of your liability insurance. HICEEC requires that all events purchase a minimum of $2,000,000 in liability insurance and list the Hornby Island Community Economic Enhancement Corporation as an additional insured.

 Agree to give recognition to HICEEC’s funding support by displaying the HICEEC logo where appropriate.

**Terms of Funding:**

* Applicants are eligible to apply for a **maximum funding contribution of $7,500,**

contingent upon total program funds available.

* All funding provided by HICEEC must only be used for **eligible costs.**
* All funding received **must be spent by the end of 2025** and not carried over into the following year.
* If your application is approved, funding will be distributed in 2 payments:
	+ 80% payment will be made upon receipt of a signed Funding Agreement, your logo, and proof of insurance.
	+ 20% will be paid upon submission of copies of approved receipts and a short ﬁnal report.
* Applicants must notify HICEEC of any signiﬁcant changes to the event/experience/sports/festival/initiative as outlined in the application. Changes will need to be approved by the Funding Committee.

**Reporting:**

Funding recipients **must provide copies of receipts** for expenses that equal the total amount of funds approved by HICEEC. Receipts must only be for products or services that fall within the **eligible costs.**

Recipients must also complete a short ﬁnal report relating to the number of participants and attendees at their event. The report template will be provided by HICEEC.

All copies of receipts **must be submitted no later than 60 days** after event/experience completion in order to receive a ﬁnal payment of funding. HICEEC will require the return of any unspent funds or funds spent on ineligible activities.

**Cancelled Events** – If your event is cancelled, for any reason, any funds not yet spent **must be returned within 30 days** of the cancellation announcement. Eligible costs incurred prior to cancellation will still be processed upon submission of copies of receipts and completion of ﬁnal report.

# Section 4: Declaration

**Please sign below to conﬁrm that you have read and understood the terms and conditions of the Hornby Island Events, Sports & Initiatives Fund, that you are an authorized signatory of the application, and that you would like to submit your application for consideration.**

Signature of Applicant Date

**Applications must be emailed to** **karen@hiceec.org**(you will receive an email conﬁrming that your application has been received).