

Destination Greater Victoria collaborates with the local hotel community to provide partnership investment to select major events that support the two groups' mutual business objectives. Destination Greater Victoria administers this Major Events Partnership Program. Partnership investment will only be considered for major events that:

- Generate significant measurable overnight stays in paid accommodations (500 room nights minimum)
- Have a promotional plan in place
- Promote repeat visitation
- Contribute to local economic development
- Promote tourism and the region
- Preference is given to off-season (January to April, November to December) major events
- Comply with Destination Greater Victoria's process for tracking room blocks through CRM (Customer Relationship Management) technology

### **APPLICATION PROCESS**

The administration of Major Events Investment Partnership Program is managed as per the defined policy through the Major Festivals and Events Department.

The official application form must be used. Forms can be obtained from Destination Greater Victoria's website:  
<https://www.tourismvictoria.com/corporate-information/sponsorship>

Incomplete applications will result in reduction in sponsorship value and/or refusal of event application. Prior to completing this form, please review the information as outlined on the Program Guidelines document. Please note that late applications may be considered and will be evaluated on an individual basis.

### **ORGANIZATIONS CAN SUBMIT THEIR APPLICATION IN ONE OF TWO WAYS:**

By email to: [eventapplications@tourismvictoria.com](mailto:eventapplications@tourismvictoria.com)

Or

By mail to: Destination Greater Victoria  
Suite 200 - 737 Yates Street  
Victoria, B.C. V8W 1L6

### **ANNUAL TIMELINE**

October 31 - Application Deadline

December to January – Approval Process

**1. ORGANIZATION INFORMATION**

Organization Name:		
Organization Address:		
City:	Province:	Postal Code:
Applicant Name:		Position with Organization:
Applicant Email:		Business Phone Number:

**2. EVENT INFORMATION**

Event Name:		
Event Start Date:	Event End Date:	
Venue(s):		
Is this a new event or expansion of an existing initiative?	New	Expansion of existing event
If this is an existing initiative, how many years has it been operating?		
Event description and purpose:		

What makes your initiative unique and innovative? What gaps in the community's cultural life will be addressed?

### 3. ATTENDANCE INFORMATION

Have you hosted this event previously?	No	Yes	If so when?
Total Past Attendance:	Total Past Out-of-Town Attendance:	Hotel Room Nights:	
Anticipated Attendance for current event:			
Total Attendance:	Total Out-of-Town Attendance:	Hotel Room Nights:	
Anticipated Partner Hotels:			
Describe room night tracking method (e.g. room booking promo codes, online ticket sale tracking, CRM):			

The event organizer agrees to follow Destination Greater Victoria internal process used to ensure transparency, tracking and measurables through the CRM (Customer Relationship Management) room blocking system. Once the report has been presented to individual event organizers, they will be able to make their own decisions and work directly with hotel partner(s) to confirm room rates and block bookings.

### 4. FUNDING INFORMATION

Requested Funding Amount:			
Have you received funding from Destination Greater Victoria in the past?	No	Yes	If so when?
If you intend to continue your festival/event in future years, what actions will your organization take to move the project toward self-sustainability?			
Are you requesting funding through the Government, Municipal/City grants and/or other funding sources?			
No	Yes	If yes, Please provide details:	

Provide explanation of how funds will be allocated (detailed – attach additional sheet if required):

## 5. RECOGNITION OF DESTINATION GREATER VICTORIA

Explain the sponsorship benefits Destination Greater Victoria will receive for supporting your major event (detailed – attach additional sheet if required):

Recognition benefits as outlined in this application, are based on the funding amount as requested. There may be a variation in relation to the approved funding amount. In this case, the organizer agrees to submit a revised explanation of benefits. If no revision is provided, Destination Greater Victoria will consider the original explanation of sponsorship benefits will apply.

### OTHER REQUIRED INFORMATION

- Copy of current Business Plan (include with Application Form)
- Copy of Financial Statements (include with Application Form)

Please feel free to provide relevant additional information as a separate attachment to this form.

By submitting this form, I understand that upon approval of requested funds I will be required to sign a formal agreement. The Termination Agreement states in part: "Should the organizer alter, change or not deliver on these criteria, or should the event not take place in part or in whole as outlined on the application form and supporting documentation, the organizer is bound to refund all monies received from Destination Greater Victoria plus applicable taxes directly to Destination Greater Victoria within 30 days of written demand being given by Destination Greater Victoria.

Date of submission:

Contact Name (Printed):

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Signature