
EVENT TOURISM GRANT PROGRAM – BRACEBRIDGE 150 GRANT STREAM (2025 ONLY)

PURPOSE

1. The Town of Bracebridge is celebrating its 150th Anniversary in 2025. Exclusively for the anniversary year, the Town's Event Tourism Grant Program will offer a new Bracebridge 150 Grant stream.
2. The Bracebridge 150 Grant stream will provide funding up to a maximum of \$1,000 for festivals, events, and sporting events that incorporate prominent features to their program offerings that are in celebration of Bracebridge's 150th Anniversary.
3. If eligibility requirements are met, organizations may choose to apply to both the annual Event Tourism Grant Program (maximum \$5,000) and the Bracebridge 150 Grant stream (maximum \$1,000); or, they may choose to apply for only one of the two grants.

ELIGIBILITY

4. Events must take place in Bracebridge in 2025 and must celebrate the past, present, and/or future of the Town of Bracebridge.
5. Events must offer a feature or element that is celebratory of Bracebridge's 150th Anniversary. Event organizers are encouraged to get creative!
6. You do not need to be a registered non-profit organization to apply.
7. Applications must provide details on how the Bracebridge 150 grant funds would be spent. Funds must be used towards a tangible Bracebridge themed addition to the event that prominently celebrates Bracebridge's 150th Anniversary.
8. Bracebridge 150 grants will not exceed a maximum of \$1,000 per event. All funding is subject to Council approval as part of the 2025 Municipal Budget and Business Plan.
9. Bracebridge 150 grant recipients will be required to utilize the Town's Bracebridge 150 logo on marketing materials for the festival/event.
10. Bracebridge 150 grant recipients will be required to display a Bracebridge 150 storyboard at their event. The storyboard must be borrowed from and returned to the Town of Bracebridge.
11. Bracebridge 150 grant recipients are requested to attend a photo opportunity and cheque presentation event with the Mayor in Spring 2025 before receiving their funding.

EXAMPLES OF ELIGIBLE EXPENSES

12. Purchase or rental of a Bracebridge themed game or activity and locally sourced prizes;
13. Addition of local Bracebridge talent through live music or performance with a Bracebridge 150 display or theme;

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14. Interactive community public art with a Bracebridge 150 theme;
15. Bracebridge themed facilitated trivia competition; or
16. Get creative! (Feel free to contact Holly, Tourism and Cultural Development Officer at hbesseau-onion@bracebridge.ca for feedback on your idea prior to completing the application form.)

EXAMPLES OF INELIGIBLE EXPENSES

17. Marketing, research, or staffing;
18. Food or beverage, transportation or venue fees;
19. Payment of Town or other taxes;
20. Operating or capital deficits incurred in prior years by an organization; or
21. Donations to organizations.

APPLICATION FORM

<p>A. GENERAL ORGANIZATION INFORMATION</p> <p>If you are also applying to the Event Tourism Grant, you may skip to Section B of this application as you will have already supplied the information requested in Section A.</p>	
Name of Company, Organization, or Organizing Group:	
Contact Person/Position:	Mailing Address/Postal Code:
Phone:	Email:
Cell:	Website (if applicable):
Describe your organization/group and ownership of your event. Please indicate whether it is public, private business, non-profit or charity.	
List any organizations with whom you will collaborate or partner to host this event:	

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PLEASE LIST THE RELEVANT EXPERIENCE OF MEMBERS OF YOUR TEAM IN HOSTING OR ORGANIZING EVENT AND FESTIVALS.

Name	Position	Summary of Experience

B. EVENT INFORMATION

Name of Event:

Date(s):

Location(s):

Is this a new or existing event?

General Description of Event:

DESCRIBE IN DETAIL THE VARIOUS ACTIVITIES THAT WILL OCCUR WITHIN YOUR EVENT IN CELEBRATION OF BRACEBRIDGE'S 150th ANNIVERSARY.

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HOW MANY ATTENDEES DO YOU ANTICIPATE AT YOUR EVENT?

**DO YOU EXPECT YOU WILL RECEIVE ADDITIONAL ATTENDEES BECAUSE OF YOUR
ADDITIONAL BRACEBRIDGE 150 EVENT OR FEATURE? IF SO, HOW MANY?**

C. FINANCIAL INFORMATION:

Total Grant Amount Requested (Maximum \$1,000):

How would the requested Bracebridge 150 funding be utilized? Please provide a detailed breakdown.

If you were not awarded Bracebridge 150 funding, how would your event be impacted?

PLEASE INDICATE WHAT THE TOWN OF BRACEBRIDGE CAN EXPECT IN EXCHANGE FOR ITS SPONSORSHIP OF YOUR EVENT:

- Promotion of the Town of Bracebridge (Town’s) logo and Bracebridge 150 logo on all programs, websites, emails, print advertising and other applicable media. (Required)
- Display of a Bracebridge 150 storyboard supplied by the Town at the event. (Required)
- Links to the Town’s website on your event website
- Opportunity for the Mayor or member of Council to speak at the opening of your event
- Other: (please specify):

DECLARATION

I hereby certify that the information included with this application is complete and is true and correct to the best of my knowledge, and that I am an authorized officer of the company and/or organization. I have the authority to make this declaration and to submit this application on behalf of the above-named organization.

Signature

Position

Date

NOTICE OF COLLECTION

Personal information is collected under the authority of the *Municipal Act, S.O. 2001* and *Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990*, and will be used by the Town of Bracebridge in reviewing grant applications and other related administrative purposes for the Town of Bracebridge. Questions regarding the collection and use of this information may be directed to the Director of Corporate Services/Clerk at 705-645-5264 ext. 3200 during business hours.

Return Completed form to:

Holly Besseau-Onion
Tourism and Cultural Development Officer
Phone: 705-645-5264 ext. 3514
Email: hbesseau-onion@bracebridge.ca

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