VISIT Penticton

# 2027 EVENT FUNDING

Visit Penticton is pleased to offer marketing support for events and festivals that drive tourism and overnight stays in our community.

The Event funding Support program is a discretionary, non-entitlement program with a limited funding allocation each year.

Visit Penticton Event Funding is directly derived from the Municipal Regional District Tax (MRDT). As such, the event must generate room nights to contribute to the MRDT.



## WHO CAN APPLY?

### QUALIFYING EVENTS AND FESTIVALS MUST:

- Generate overnight stays in Penticton
- Attract visitors from outside the South Okanagan

### APPLICANTS MUST:

- Use funding for only approved advertising campaigns targeted to out of area markets
- Not rely solely on funding from Visit Penticton for their advertising campaign
- Ensure event performance and reporting metrics are in place

### INELIGIBLE EVENTS INCLUDE:

- Political or religious in nature
- Held in conjunction with a conference or workshop

## IMPORTANT DATES:

- **Submission deadline: January 2, 2027**
- **Evaluation period: January 2027**
- **Funding notifications: Early February 2027**

### VISIT PENTICTON PRIORITIZES EVENTS THAT:

- Target new visitor demographics
- Run during off-peak season (Oct-Apr)
- Demonstrate inclusion and accessibility
- Generate multiple-night stays
- Encourage out of town guests to extend their stays
- Work to become self-sustaining

## EVENT FUNDING CONTACT:

**Ginger Budinski**
**Member Services & Events**
membership@visitpenticton.com
250.276.2161

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## MARKETING SUPPORT DETAILS

- Applicants are invited to submit their requests to Visit Penticton online during the annual intake period ending January 2, 2027
- Grant requests of up to $5,200 will be considered
- In-kind support may be provided in lieu of/in conjunction with, qualifying approved applications
- Markeitng initiatives must target audiences 40km or greater outside of Penticton



## ELIGIBLE MARKETING EXPENSES

### ALLOWABLE OUT OF AREA MARKETING INITIATIVES

- Radio, TV, magazine advertising
- Digital marketing (social media, Google Ads)
- Print materials distribution outside a 40km radius
- Direct mail campaigns
- Digital Assets
- Graphic Design of promotional materials

## DO NOT QUALIFY

- **Operating costs**
- **Equipment purchases**
- **Website maintenance**
- **Promotional items (Swag, giveaways)**
- **Travel costs**

## EVALUATION

- Evaluation of all qualifying applications will be done by a committee comprised of Visit Penticton Board of Directors and the Executive Director
- Visit Penticton is committed to providing balanced and fair support in the review process
- Applicants may be asked to present a business case to the Visit Penticton Event Funding Committee, or be contacted to clarify or consider changes to their application to better meet program requirements
- Visit Penticton cannot guarantee funding to all applicants, nor can we ensure that the total amount requested by successful applicants will be granted.
- The decision of the Event Funding Committee is final and not subject to appeal

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## REQUIREMENTS & REPORTING

- Provide a Certificate of Insurance evidencing $5,000,000 coverage with the Travel Penticton Society included as an “Additional Insured”
- Submit marketing expense invoices and complete a post event marketing report within 45 days following event
- Supply a high-resolution organization logo
- Recognition of support where appropriate in line with sponsorship opportunites offered
- Endorse a formal agreement with the Travel Penticton Society
- Maintain a good member standing
- Failure to submit reports and expenses may affect future applications



## TERMS & CONDITIONS

- 50% of the approved cash value of support will be dispersed 6-8 weeks prior to the event date
- The final 50% of the approved cash value of support will be disbursed upon receipt of the required post event measurables report and supporting invoices
- Post event reports and supporting receipts must be submitted no later than 45 days after the event
- Applicants will be required to repay any advance funds not fully supported by invoices
- In the event of an event cancellation, any funds not yet spent must be returned within 30 days of the cancellation announcement
- In the event of a cancellation, any approved advertising initiatives completed prior to cancellation will still be processed upon submission of copies of paid receipts

## QUESTIONS TO CONSIDER
### (PRIOR TO SUBMITTING YOUR APPLICATION)

- What other revenue sources do you have? Corporate sponsorship? Grants? Ticket Sales? Participant Fees?
- What marketing tactics will you employ?
- When will your marketing campaign run?
- Who is your target market?
- Where will your guests come from?
- What percentage of people will come from out of area markets?
- How many days on average will your attendee's book overnight stays?
- How will you measure the success of your event?
- How will you track where guests are coming from and how long they are staying?
- Are you encouraging guests to extend their stay in the area?
- How will your event help promote the area or local businesses?

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# HELPFUL INFORMATION

## PARTICIPANTS VS ATTENDEES

**Participants fall into 2 types:**

- Individuals involved with the production of the festival or event (i.e. event organizers, staff, crew, entertainers, judges, vendors, volunteers, etc.)
- Individuals actively participating in your event through registration (usually in conjunction with a showcase or sporting event)

**Attendees:**

- Defined as spectators to your event (i.e. people through the doors, number of people in the stands, ticket holders)

## EXAMPLE GUIDE TO ESTIMATING ROOM NIGHTS

Total Attendance: 1,000

Non-Local Attendees: 600

Hotel Stay Percentage: 70%

Average Stay: 2.5 nights

Average Party Size: 2 people per room

**Calculation: 600 × 70% × 2.5 ÷ 2 = 525 room nights**



**Questions about the application process?**
**Marketing plan guidance? Budget preparation help?**
**Let us know!**

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