



Inspire. Build. Succeed.

ECBC Festivals and Events Application Form

The deadline for receipt of application is 4:00 p.m., Thursday, April 24, 2014. You should be as detailed as possible. If you require additional space for responses, please attach another sheet.

Legal name of applicant:	Mailing address:
Primary Contact: Title: _____ Telephone: _____ e-mail: _____	Alternative Contact: Title: _____ Telephone: _____ e-mail: _____
Applicant signing officer (if different from contact): Title: _____ Telephone: _____ e-mail: _____	
Name of festival / event:	
Date of Event:	Event Website
Location of Event (Community Name)	
County	
How many years has the event operated?	
Brief description of your festival / event and how your project meets the festival and events criteria: _____ _____ _____	
What are the specific tourism goal(s) for this year's festival/event and how will these be achieved?	

Notice

How will results be measured?

Anticipated total number of visitors at festival/event activities: _____

Anticipated number of visitors from off Cape Breton Island: _____

How is your festival / event going to be promoted: (please check all that are appropriate)

- Website
- Nova Scotia's Festival & Events Guide
- www.novascotia.com
- TV
- Radio
- Print (newspapers, magazines, etc.)
- Flyers
- Posters
- Visitor Information/Welcome Centres
- Public Service Announcements
- Other website
- Other (Please Specify)

Where will it be promoted?

- On Island
- Off Island
- Both

When will the promotion begin?

How does your festival / event encourage tourists to extend their stay on Cape Breton Island?

Are you receiving or have you applied for any provincial or municipal funding grants for this festival and event? <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please specify other sources. <hr/> <hr/> <hr/>

The information provided to ECBC will be treated in accordance with the *Access to Information Act* and the *Privacy Act*. The *Access to Information Act* provides a general right of access to information contained in records under ECBC's control subject to a number of limited and specific exemptions. The *Privacy Act* protects the privacy of individuals with respect to personal information held by ECBC.

 Name and Title of Authorized Official

 Signature of Authorized Official

Signed at _____ this _____ day of _____ 20_____

2014 FESTIVALS AND EVENTS BUDGET FORM

Name of festival/event: _____

Please list your proposed budget items (use extra paper if needed)

EXPENSES

ELIGIBLE COSTS

Advertising (radio, newspapers, website, guides, etc.) \$ _____

Promotional material (brochures, pamphlets, etc.) _____

Other marketing (please specify) _____

Rentals (please specify) _____

Minor capital/equipment _____

Total eligible costs: \$ _____ (A)

INELIGIBLE COSTS

Food and food related _____
Entertainment _____
Other (please specify) _____

Total ineligible costs \$ _____ **(B)**

Total Expenses (A) + (B) \$ _____ **(C)**

REVENUE

Applicant contribution \$ _____
Revenue from festival/event _____
Fundraising _____
Sponsorships _____
Other government funding _____
Loan _____
Other _____

Total Revenue \$ _____ **(D)**

PROFIT/LOSS (D) – (C) \$ _____

REQUESTED FUNDING FROM ECBC \$ _____