



# TOURISM EVENT MARKETING GRANT APPLICATION

Event Name	
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<b>Organization Information</b>	
Organization Name	
Address	
City, Postal Code	
<b>Contact Information</b>	
Contact Name	
Position/Title	
Telephone	
Email Address	

Event website					
Event Date(s)		Are dates confirmed?	Yes		No
Please attach a copy of your City of Surrey event permit to your application.					

Please provide a brief description of your organization, including its main objectives:

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Has your event or organization previously received funding from Discover Surrey?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Is your event receiving funding from any other source?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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If yes, please state where from and the amount:	<input type="text"/>
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Please provide a summary of the event.

Briefly describe the specific marketing projects/activities for which you are requesting funds:



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Total Event Budget:	\$
Sponsorship funding requested:	\$

**Please attach a detailed total budget of event/tournament/festival costs.**

Which sector most closely matches the theme of your event:

Arts, Culture & Music		Food & Wine	
Health & Wellness		Sporting Event	

Details of the location of the event:

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Is this a ticketed event?	Yes		No	
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Please provide a link to your ticket sales.	
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Please indicate the estimated number of event attendees and their origin:

Primarily local / Surrey	
Metro Vancouver	
BC / WA	
Other Canada / Other US	
International	



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In the case of sporting events, please indicate the estimated number of competitors and their origin:

Primarily local / Surrey	
Metro Vancouver	
BC / WA	
Other Canada / Other US	
International	

	Total Number	Total Hours
Please indicate the total number of volunteers and total hours worked.		
Please indicate the total number of paid employees and total hours worked.		

**Please attach your overall marketing plan for the event.** This assists Discover Surrey in marketing the event and the destination successfully. Your plan should include:

- i. Important dates
- ii. Channels and platforms used.
- iii. Key messages
- iv. Competition details (if applicable)
- v. How you plan to market/advertise to drive out-of-town attendance.
- vi. How you plan to track room nights booked.



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Please provide any available information regarding the economic impact of the event on Surrey. This may include but is not limited to:

- Direct visitor nights
- Visitors spend figures

Does this event prioritize promoting diversity, equity and inclusion of and for BIPOC and 2SLGBTQ+ peoples?	Yes	
	No (no funding will be approved)	
I agree to spend Discover Surrey funds for approved expenses, per my application.	Yes	
	No (no funding will be approved)	
I agree to recognize Discover Surrey as a sponsor, as required in the Program Guidelines.	Yes	
	No (no funding will be approved)	
I agree to fully report to Discover Surrey within 60 days after the event. <i>(This is also required to collect sponsorship funds)</i>	Yes	
	No (no funding will be approved)	

Applications must be emailed to Mary Ann Bell at [maryann@discoversurreybc.com](mailto:maryann@discoversurreybc.com) (you will receive an email confirming that your application has been received). Please sign below to confirm that you are an authorized representative of this event, have read the Marketing Grant Program Information and that by signing, agree that the organization and you will be bound by Discover Surrey's guidelines and the application details.

Signature		Date	
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