

## Important Information:

Middlesex County, in its role as the Destination Marketing Organization (DMO), is offering sponsorship as a means to foster partnership with local tourism stakeholders. The intention of "Visit Middlesex Tourism Initiative Sponsorship" is to help stakeholders create new experiences that elevate community presence, attract new visitors, and support the local economy. Only one sponsorship will be allocated to the same project per year. Preference will be given to new initiatives and applicants are reminded that sponsorships are awarded on a year-by-year basis and are not to be considered as an ongoing source of funding. Community events solely intended to attract Middlesex County residents are not eligible for funding.

## Eligibility:

- Tourism operators, organizations, and lower-tier municipalities directly engaging in tourism initiatives
- Initiatives must exhibit collaboration between local Middlesex County stakeholders and contribute to the broader well-being of the community
- Initiatives must take place in or have a major element taking place within Middlesex County (excluding the City of London)
- Sponsorship requests for new events or experiences may not exceed 50% and/or \$2500 (whichever is lesser) of the cash budget for the proposed project
- Sponsorship for returning annual events may not exceed \$1000
- Sponsorship may not exceed \$5,000 in total per operator/organization per year
- Applications must be received a minimum of **30 days prior** to the proposed commencement of the project to be considered
- Eligible expenses must have taken place after January 1, 2024
- Applications must be made using the attached form and be emailed to [info@visitmiddlesex.ca](mailto:info@visitmiddlesex.ca) along with any draft promotional materials for consideration
- Approval/Decline of applications will be at the sole discretion of the staff of the Department of Economic Development and Tourism of the County of Middlesex based on the merit of the application and/or budget available at the time of submission
- The Department of Economic Development and Tourism of the County of Middlesex has the right to reduce any request based on the merit of the project and/or funds available
- Approved funds must be expended in full prior to the completion date of the proposed project (as identified on this application) and must take place before December 15, 2024 in order to be considered
- A final report (form provided by Middlesex County) along with any accompanying documents must be submitted within 30 days of the end of the event or by December 29, 2024 (whichever comes sooner)
- All applications will be reviewed on a first come, first served basis

## Ineligible Costs

- Taxes, including HST;
- staff wages/salaries;
- costs of land, building or vehicle purchase;
- fees for administrators, including payments to any member or officer of the Recipient's Board of Directors

<b>Applicant Information</b>			
Name of Applicant(s):			
Position/Role:			
Name of Lead Business / Organization:			
Street Address:	Postal Code:	City / Town:	Municipality:
Business Phone Number:	Cell Phone Number:	Social Media Page(s) Where the Initiative Will be Promoted:	
Email Address:	Website:		

<b>Project Information</b>	
Name of Project/Event:	
Location:	
Start Date(s) of Project:	End Date of the Project:
Describe your proposed initiative.	
List the Middlesex County-based stakeholders you are collaborating with on this initiative. Describe the nature of each collaboration.	
Middlesex County Stakeholder:	Nature of Collaboration:

Provide an itemized cash budget for your project using the following table and attach quotes for the costs you are including with your application.

Type of Expense (i.e. venue; rentals; promotional items; entertainment; etc.):	Cost:	Source of Revenue:	Purpose of Expense:

**Total Budget :** \_\_\_\_\_

**Requested Sponsorship Amount :** \_\_\_\_\_

Describe the target market for your initiative. Indicate in detail the number/percentage of Middlesex residents versus tourists you expect will be attracted to the County as a result of this project; and over what period of time?

Detail the economic impact your initiative will have on Middlesex County.

If approved, in what ways will Visit Middlesex be recognized for their sponsorship?

**\*For Events Only:**

You may submit your event in the Visit Middlesex event calendar found in [www.visitmiddlesex.ca/events/calendar](http://www.visitmiddlesex.ca/events/calendar). We will also schedule a social media post of your event across the Visit Middlesex social media channels.

**Please note:** should your application be successful, recipients at minimum agree to acknowledge the sponsorship of Visit Middlesex through the following means:

- including the Visit Middlesex logo and/or hashtag #VisitMiddlesex on promotional materials and in social media posts;
- showcasing Visit Middlesex promotional materials prominently for distribution to event participants.

\* Logo and/or promotional materials will be supplied by the County of Middlesex

Authorized Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

For Middlesex County use only:

Date of Receipt: \_\_\_\_\_

Date of Decision: \_\_\_\_\_

Approval: \_\_\_\_\_

Decline: \_\_\_\_\_

If Approved, Sponsorship \$ \_\_\_\_\_