



2026 Tourism Initiative Sponsorship Application Form

Important Information:

Middlesex County, in its role as the Destination Marketing Organization (DMO), is offering sponsorship to foster partnership with local tourism partners. The intention of "Visit Middlesex Tourism Initiative Sponsorship" is to help partners create new festivals and events that attract new visitors from outside the region and bring economic benefit to local businesses. Only one sponsorship will be allocated to the same project per year. Events intended solely for local audiences or that support only one business do not qualify for funding. Sponsorships are awarded on a case-by-case basis and are not to be considered as an ongoing source of funding.

Eligibility:

- **Eligible Applicants:** Tourism operators, community organizations, and local municipalities directly engaged in tourism initiatives within Middlesex County.
- **Collaborative Requirement:** Initiatives must involve collaboration between local Middlesex County partners and contribute positively to the broader community.
- **Location Requirement:** Initiatives must take place within Middlesex County
- **Funding Cap:** Sponsorship requests may not exceed 50% of the project's cash budget or \$2,500, whichever is less. Total funding provided to each operator/organization will not exceed \$5,000 per year.
- **Application Timing:** Applications must be received at least 45 days prior to the project's start date to be considered.
- **Eligible Expenses Timing:** Expenses must have been incurred after January 1, 2026, to qualify for funding.
- **Application Process:** Applicants must use the attached form and email the completed application, along with any draft promotional materials, to info@visitmiddlesex.ca.
- **Visitation Tracking:** To ensure accountability, applicants must be able to provide a way to track visitation numbers, such as ticket sales, registration counts, or surveys.
- **Approval Process:** Approval or denial of applications is at the sole discretion of the Department of Economic Development and Tourism of the County of Middlesex. Decisions will be based on application merit and available budget at the time of submission.
- **Funding Adjustments:** The Department of Economic Development and Tourism reserves the right to reduce any funding request based on project merit and/or available funds.
- **Use of Approved Funds:** Approved funds must be fully expended before the project's completion date as outlined in the application and must occur before December 14, 2026.
- **Final Report:** A final report (form provided by Middlesex County) and any supporting documents must be submitted within 30 days of the event's end or by December 14, 2026, whichever is sooner.
- **First-Come, First-Served:** Applications will be reviewed and considered on a first-come, first-served basis

Ineligible Costs

- Taxes, including HST;
- Staff wages or salaries;
- Purchase of capital assets: funding is intended for project-specific expenses rather than long-term assets or items with ongoing utility;
- Fees for administrators, including payments to any member or officer of the applicant's Board of Directors,
- Family, or affiliated companies

Sponsorship Categories

Applicants must apply under one of the following categories. Funding will not exceed 50% of eligible cash expenses.

Tier 1: Sponsorship – Up to \$500

- New or existing events or initiatives
- Application
- Post-event requirements:
 - Invoice
 - Completion of a short online results survey

Tier 2: Existing Events– \$501 to \$1,000

- Established or recurring events or initiatives
- Application with justification required
- Post-event requirements:
 - Invoice
 - Proof of eligible expenses (only those costs being reimbursed, up to 50%)
 - Completion of final report and claim

Tier 3: New Events – \$1,001 to \$2,500

- New events or initiatives
- Application
- Post-event requirements:
 - Invoice
 - Proof of eligible expenses (for reimbursement, up to 50%)
 - Completion of final report and claim

Applicant Information			
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:		

Project Information	
Name of Project/Event:	
Location:	
Start Date(s) of Project:	End Date of the Project:
Describe your proposed initiative.	
List the Middlesex County-based partners you are collaborating with on this initiative. Describe the nature of each collaboration.	
Middlesex County Partner:	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? **Please note this funding is not available to support community or local events, the expectation a minimum of 40% of the marketing budget must be spent on attracting attendees from outside Middlesex County.*

Outline how you intend to track visitation numbers (i.e. ticket sales, registration counts, digital forms etc.).

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. 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 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 \$ _____