

CELEBRATE ONTARIO – MAIN STAGE AND SIGNATURE

PROGRAM DESCRIPTION:

The Celebrate Ontario 2013 Main Stage & Signature Category will provide project-based financial support to assist organizations develop tourism festivals and events in communities across Ontario. By helping organizers enhance programming, improve services and elevate the overall quality of their tourism festival and event, this fund will help create improved experiences that will attract more tourists and increase visitor spending.

ELIGIBILITY CRITERIA:

- Eligible applicants include: private enterprises, registered not-for-profit organizations, municipalities and other authorities, and First Nations in the Province of Ontario. Funding will only be provided to legal entities.
- Eligible initiatives include: new activities, programs or services that enhance a recurring festival or event. Applicants are expected to demonstrate how proposed expenses will increase visitor attendance and visitor spending.
- Festival or event must take place in the Province of Ontario, and must be open to public at large without membership in a club or group.

FUNDING:

Celebrate Ontario 2013 funding assistance is based on a three-tier model as follows:

- **Tier 1 (Main Stage)** - Festivals or events with operating budgets less than \$250,000 will be eligible for up to \$40,000.
- **Tier 2 (Main Stage)** - Festivals or events with operating budgets between \$250,000 and \$1 million will be eligible for up to \$75,000.
- **Tier 3 (Signature)** - Festivals or events with operating budgets in excess of \$1 million will be eligible for up to \$400,000.

DEADLINE: NOVEMBER 20TH, 2012