



## Tourism 2021 Sponsorship Application Form

### Important Information:

Middlesex County, in its role as the Destination Marketing Organization (DMO), is offering sponsorship as a means to foster partnerships between our local tourism stakeholders. The intention of "Visit Middlesex sponsorship" is to help stakeholders create new experiences that elevate community presence, attract new visitors, and support the local economy.

Only one sponsorship per year will be allocated to the same project. Applicants are reminded that all sponsorships are awarded on a year-by-year basis and are not to be considered as an ongoing source of 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 may not exceed 50% and/or \$2500 (whichever is lesser) of the cash budget for the proposed project
- Applications must be received a minimum of 30 days prior to proposed commencement of the project to be considered
- Please submit this form 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 need of the application and/or budget available
- Applications may not be approved at the full amount requested
- 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, 2021 in order to be considered
- All applications will be reviewed on a first come first serve basis

<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:	Your Social Media Pages:	
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:

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; including the Visit Middlesex logo and/or hashtag #MiddlesexStrong in promotional materials and/or social media posts; having Visit Middlesex promotional materials prominently displayed for your visitors to take. (Logo and/or promotional materials will be supplied)

Signature: \_\_\_\_\_

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