



**L' | The**  
**INVITATION**



## “The Invitation” Funding Program 2022-2023

### Financial Support for Festivals and Events

### Department of Tourism, Heritage and Culture

#### Objective

“The Invitation” Funding Program supports new festivals and events and/or those that are enhancing their experience offering with the goal of attracting more visitors.

#### Eligibility

The applicant must provide a list of current board members along with a copy of the by-laws or letters of incorporation. First Nations communities and organizations must provide a letter of support from their administration or Band Council, along with letters of incorporation.

All tourism organizations and businesses applying for funding must be in a sound financial standing and have no obligations to the Government of New Brunswick.

#### Deadlines

Approval of applications and project funding will continue until program funds have been fully committed for the fiscal year in question.

#### Project Costs

Eligible	Non - Eligible :
<p>The Festival or Event must:</p> <ul style="list-style-type: none"> <li>• Have a measurable and positive economic impact;</li> <li>• Operate with a board of directors and/or Band Council with proper governance;</li> </ul>	<ul style="list-style-type: none"> <li>• Bank and financial fees;</li> <li>• Financing of a deficit;</li> <li>• Debt repayment;</li> <li>• Amount of HST refundable.</li> </ul>

<ul style="list-style-type: none"> <li>• Demonstrate that the project is directly aligned with the objectives of “The Invitation” strategy; <a href="#">tourism-strategy.pdf (gnb.ca)</a></li> <li>• Work collaboratively to reflect the region's brand and that of the Tourism New Brunswick; <a href="#">New Brunswick’s Destination Brand – Tourism Industry Info (tourismnewbrunswick.info)</a></li> <li>• Work in collaboration with the region's tourism association/operators;</li> <li>• Innovate / elevate/ enhance on its current offering or be a new offering.</li> <li>• Ensure all eligible project costs are incurred between the date of application and March 31 of the same fiscal year;</li> </ul>	
---	--

### Level of investment

The program will cover up to 75% of eligible costs – “to a maximum of \$25,000” - with the remainder paid by the applicant and other sources.

The first instalment will be released to applicants once the project is approved. The maximum amount of the first instalment will not exceed 75% of the maximum eligible amount.

The second instalment of funds will be released upon completion of the project upon submission of a final report and supporting financial documentation no later than March 1 of the fiscal year in which the funding was approved.

### Standard Information

Announcements of approved projects must be signed off by the Department of Tourism, Heritage and Culture. THC reserves the right to make the list of successful projects public once the applications have been approved.

### Application Process

Prepare a detailed proposal as per the requirements listed below and submit it to [subventionfestivalgrant@gnb.ca](mailto:subventionfestivalgrant@gnb.ca)

Projects are evaluated against the criteria. In a separate document, prepare a proposal outlining the required information in four sections for the purpose of the evaluation:

1. Provide name of applicant and contact information along with name of the festival or event;
2. Describe the project

3. Explain the economic impact and expected outcomes of the project; please refer to the application to explain your steps.
4. Present the budget associated with this request.
5. Share the overall marketing strategy of your event or festival.

### Successful Applications

Successful applicants will receive a formal letter of offer outlining the terms and conditions that apply to the financial contribution. The official decision on the application will be communicated to the applicant in writing.

Preference will be given to season-extending festivals and events, and ones that fill a regional gap, and celebrate cultures.

### Contact information

For more information on the program, please contact:

[subventionfestivalgrant@gnb.ca](mailto:subventionfestivalgrant@gnb.ca)