



## 2023 – 2024 Partnership Allocation Program Guidelines

Please review the guidelines prior to submitting an application to ensure eligibility of this program. RTO8 receives funding annually from the Ministry of Tourism, Culture and Sport. Please note that this is **NOT** a grant program; it is an investment between the Ministry and the applicant, facilitated by RTO8. Funding is up to fifty (50%) of eligible costs. Funds are limited and applications are based on a first come, first served basis until the funding is fully allocated.

Applications will open for the April 1<sup>st</sup>, 2023 - March 31<sup>st</sup>, 2024 fiscal year on  
**Wednesday February 15, 2023**

### When Applying:

Please note that this program is about “Partnerships”; any festival, event or experience must have **at least three (3) partners** involved in the project, including yourself (an example would be you, an attraction or accommodation, and a food & beverage provider). Individual applicants for website upgrades, signage, translation into French etc. will be considered.

- Within your minimum of three partners, **all partners must by contributing funds** toward the project.
- Applicant business must have been registered as a legal business entity for at least **one (1) year**; new start-ups are not eligible.
- The applicant **must provide proof of appropriate insurance that would be necessary for a similar project to RTO8 as outlined in the agreement**, including without limitation commercial general liability insurance on an occurrence basis for third party bodily injury, personal injury and property damage, to an inclusive limit of not less than two million dollars (\$2,000,000) per occurrence
- All applications must be submitted a **minimum of three months or 90 days**, whichever is greater, **before the proposed date of the event**.
  - Any applications submitted with less than this **will not be considered**.
- All participating partners must have **an active and accessible social media/online** presence
  - Accessible meaning a public page or group on a social network platform, not gate-kept by membership, passwords, a paywall, subscriptions, purchases, etc.
  - Due to the requirements of providing a credit card, social media marketing is not eligible. We encourage applicants to budget this into their portion of funds.
- You must be in contact with **your Destination Marketing / Management Organization (DMO) or local Tourism Office** in regards to your application. If you aren’t working with them, then you’re missing a key partner in promoting your business/experience.

- Vendors and prices quoted must be confirmed on the applications – **guessing of costs is not permitted.**
- Capital costs (e.g. new construction or repairs to a building) and wages (e.g. hiring new or paying existing staff) are **not eligible** costs
- Using Provincial Funds from other programs as your funding portion for this application is **not eligible**, as this is classified as “double dipping”.
  - You can leverage **Federal funds**
- Your project must be fully completed by **Thursday February 1<sup>st</sup>, 2024**

## Eligible Items:

The following are a few examples of eligible items:

- English to French translation
- Wayfinding signage to include on property signs to assist visitors
- Digital upgrades including website enhancement & digitalizing brochures
- Photography & Videography based on visitor experiences
- Rental equipment for festivals & events – e.g., table, chairs, tents, portable washrooms etc.
- Marketing & promotions – e.g., radio, TV, news ads etc.

## Application Review & Discussion

- Eligible applicants will be contacted by RTO8 to review your application and proposed project and to discuss the terms of contract you will be receiving once approved.

## Upon Receipt of the Contract and During Project Execution...

- Before any portion of your project begins...
  - You must provide **your portion of the project funds in full to RTO8** who will therein directly pay vendor invoices for your project.
  - You must provide **proof of insurance (as mentioned above)**
  - You must submit a **signed copy of the RTO8 Partnership Allocation Project agreement**

RTO8 is **not obligated** to pay any invoices for your project regardless of application status, if the above three conditions have not been met.

- All vendor invoices **must be made payable to RTO8 using the information below** and **emailed** to Brenda Wood at [brendawood@rto8.com](mailto:brendawood@rto8.com):
  - RTO8, P.O. Box 40, Hastings, ON K0L 1Y0
  - Invoices that are not made payable to RTO8 **cannot be paid** by RTO8
- You must acknowledge the support of the Province of Ontario and RTO8 through the use of logos in the promotion of your project.
  - All logo use and placement **must be pre-approved by RTO8**
- All partners must **promote** the project through their social media channels.

## After the Project is Complete...

- You must provide a **detailed report as per the contract and submit it to RTO8** upon the completion of your project.
  - All final reports are **due thirty (30) days after the date of the event**.
  - This report may require additional data upon request **up to two (2) years post** project (ex: website analytics to show longer term success of the project)

Any inquiries regarding this program should be directed to Brenda Wood, RTO8 Executive Director – [brendawood@rto8.com](mailto:brendawood@rto8.com).

The online application form can be found at <https://rto8.com/partnership/allocation/>