



## 2024-2025 Partnership Allocation Program Application

Look at your proposed project through a tourism lens. Is your project going to help you drive and retain visitors from outside of your community or outside of the Kawartha Northumberland region? Is there opportunity for them to spend money while they are here? Is there a way to measure the success of your project and at what points are you going to share your stories with RTO8?

### Application Process

#### Download and save your application when filling it out

1. Applicants must thoroughly review the **2024-25 Partnership Allocation Program Guidelines document before applying. Signing the application signifies that the applicant has read and understands all of the information, requirements and responsibilities outlined in the documents.**
2. Applicants must discuss their project with their Destination Marketing/Management Organization (DMO) prior to submitting the application and provide a letter of support from their DMO.
3. Applications must be completed on the appropriate Application Form and must clearly define project deliverables, roles, responsibilities, resource requirements, timelines and performance measures as required.
4. Applications must also include a detailed budget as described in the application, outlining all sources of funding and clearly indicating all budget line items and costs associated with each (**exclusive of HST**).
  - a. Please contact each vendor to confirm that you will be utilizing their services and obtain a firm quote for the cost of each item before submitting your application. **Guessing of costs will not be accepted. Vendors listed as 'TBD' or To Be Decided will not be accepted.** We do not require a copy of vendor quotes.
5. Applicants must complete and submit a signed Partnership Allocation Application prior to the intake deadline date to: [brendawood@rto8.com](mailto:brendawood@rto8.com).
6. Once your application has been submitted, it will be reviewed for completeness and alignment with the RTO8 Business Plan. RTO8 may connect with you for clarification, to ask questions, etc.
7. Applicants will be contacted within two weeks of the intake deadline. If approved, a meeting will be scheduled to review the partnership contract details, program guidelines, budget, and project requirements.



## 2024-2025 Partnership Allocation Program Application

1. Legal Name of Your Business / Organization <i>**referred to within this document as the Applicant</i>	
2. Active Canada Revenue Agency (CRA) Business Number (BN)	
3. Business Operating Name <i>(if different from above)</i>	
4. Certificate of Indian Status Registry number or Metis Registry Number (if applicable)	
5. <b>Full Mailing Address</b> including City & Postal code	
6. Number of Years in Business:	
7. Number of Employees:	
8. Has your organization received Partnership Allocation Funds from RTO8 before?  If so, what year?	
9. <b>If possible, applicants should have a have a minimum of two (2) additional partners beside yourself who are contributing funds to pay for this project.</b>  What amount of funds are you contributing as the applicant?  Who are the other partners that are contributing funds to this project? What funds are they each contributing excluding HST? Please indicate here.	\$ _____ Excluding HST

<p><i>*in-kind contributions do not apply towards the Partner portion of funds, do not list them</i></p>	
<p>10. Name of Applicant</p>	
<p>11. Applicant title</p>	
<p>12. Telephone Number</p>	
<p>13. Email Address</p>	
<p>14. Business/Organizations Website &amp; Social Media Handles</p>	
<p>15. Total amount of funds that you, the applicant, and your partners will be contributing to this project.</p> <p><b>You will need to submit this amount in full to RTO8 upon project approval. RTO8 will then pay all supplier invoices and all HST</b></p>	<p>\$ _____ <b>excluding HST</b></p>
<p>16. What is the amount of funds that you are seeking from RTO8?</p> <p><i>*This amount must not be more than 50% of the total project cost and cannot exceed \$14,000</i></p>	<p>\$ _____ <b>excluding HST</b></p>
<p>17. Cost of the entire scope of the project?</p> <p>This should include any additional costs that the applicant will be paying for this project outside of funds received from this program.</p> <p>(e.g. applicant will be paying additional costs for labour,</p>	<p>\$ _____ <b>excluding HST</b></p>

marketing etc outside of both of their and the RTO contribution)	
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**18. Disclosure of other provincial funding** (Celebrate Ontario, TIPP, TEMP, EODF, TDF grants etc.)  
**Do not leave blank** - put nothing to disclose if not applicable

*\*Provincial funding cannot be used towards Partner Contribution. Federal funds can be used.*

**19. Conflict of Interest Disclosure:** Will this project benefit any private business interests of any RTO8 Board, Committee members or staff? If 'Yes', please provide detailed comments.

Yes                       No

Comments:

**20. Project Description and Objectives**  
*Provide a full description of the project. Specify the following:*

- *What is the start date and end date of your project*
- *Objectives and goals of the project*

Answer here:

**21. When do you expect your first visitors to be able to attend / see your project?**

Answer here:

**22. How long will your project drive visitors to the region?**

Answer here:

**23. How many visitors do you expect to attract through the lifespan of the project?**

Answer here:

**24. How are you going to measure the number of visitors?**

Answer here:

**25. What type of activities would our partnership funds be supporting?**

Answer here:

**26. Will your project move forward without financial support from RTO8?**

**27. Project Economic Benefits and Expected Impact**

*Regarding your project, describe:*

- *How the project will benefit the local or regional economy in terms of tourism development in the region i.e., direct impact on job creation, tourism growth, overnight stays, product development, business competitiveness,*
- *The sustainability plan for the project – describe your ongoing plans for the project*

Answer here:

**28. Communications Plan**

Outline your communications plan with respect to the opportunities for recognition of RTO8 and the Province of Ontario. e.g. Media releases, newsletters, social media platforms, placement of the Kawarthas Northumberland and Ontario logos (provided), utilization of relevant Kawarthas Northumberland hashtags.

Answer here:

**29. How are you working with your municipality, BIA or other organization to ensure that visitors to your project spend more time and money in the community?**

Answer here:

## Key Activities, Milestones, & Responsibilities

**Note that no activity can begin until the partnership is official – application approved, contract signed, full partner portion of the funds, proof of insurance and letter of support have been confirmed as being received by RTO8.**

All project activities must be completed by **February 17, 2025**.

All expenses must be processed by **March 3, 2025**.

	Date / Deadline
Ensure vendors have been confirmed and quotes have been received to provide in application (guessing of costs is not permitted). We do not require a copy of the vendor quotes.	Prior to submitting application
Submit Application for Partnership Allocation Program	Prior to intake period deadline
Sign and submit Partnership Agreement as prepared by RTO8 and submit Partner Portion of budget to RTO8 in full along with a copy of insurance and letter of support.  <b>Contract expires if required documents and partner portion of funds not received within 30 days.</b>	Applicant has <b>30 days</b> from receipt of contract to provide relevant documents.
Partner ensures recognition of support provided by RTO8 and the Government of Ontario on website and where appropriate <b>Note: Logo usage must be approved by RTO8 prior to release</b>	Acknowledgement on marketing materials, press releases, etc.
Partner submits final report indicating success of partnership based on performance measurements, project supporting documents and proof of recognition.	Within <b>30 days</b> of project completion. <b>All reports MUST be submitted by March 17th, 2025</b>

To assist with your budgeting below, please note [some examples](#) of Eligible and Ineligible Expenses:

### COMPLETELY INELIGIBLE EXPENSES

Insurance, office expenses including but not limited to office supplies, permanent staff costs, rent/lease, overhead costs, offsite storage, website maintenance etc.

### ELIGIBLE EXPENSES

Equipment Lease/Rental expenses, but not limited to: Fencing, Tents/Event Space, Staging, Sound Systems, Signage (including wayfinding signs), Website development, Marketing & Communications including: Any paid advertising (print, radio, television, social through third party), Graphic design costs, Printing and or production costs, photography, videography, translation into French (e.g. website, marketing materials etc.)

# 2024-2025 Partnership Allocation Program

## Application Budget Template

The minimum partner contribution is \$1,500 (some exceptions apply) and the maximum RTO8 matching contribution is \$14,000. The prices quoted in the budget below should be exclusive of HST. RTO8 will be responsible to pay the HST on invoices that charge it.

Please contact each vendor to confirm that you will be utilizing their services and obtain a firm quote for the cost of each item before submitting your application. **All vendors / suppliers must be a legal business with an active CRA Business Number (BN).** All digital marketing must be done by a third party.

**Guessing of costs will not be accepted. Vendors listed as 'TBD' or To Be Decided will not be accepted.** RTO8 will only pay invoices it receives from the vendors listed below in the amounts listed below. If you do not include detailed expense descriptions, confirmed vendor details, and a quoted amount from the indicated vendor, no payment(s) will be made by RTO8. We've provided a sample budget to assist you below this budget template.

Attach additional page(s) if you require more space than what is provided below. Please format any additional page(s) in an identical manner to the below table.

Name of Vendor / Supplier	Service Being Provided	Total Cost <small>(excluding HST)</small>	Partner Contribution <small>(excluding HST)</small>	50% Amount Requested from RTO8 <small>(excluding HST)</small>



	<b>Total Cost of Project</b>		<b>Total Partner Contribution</b>	<b>Total RTO8 Request</b>

## Example of a Budget

This is intended as an example to assist you in filling out your budget template. Only eligible expenses are considered for funding by RTO8. Anything that is an ineligible expense will not be funded and should be listed as \$0.00 request to RTO8

<b>Name of Vendor / Supplier</b>	<b>Service Being Provided</b>	<b>Total Cost (excluding HST)</b>	<b>Partner Contribution (excluding HST)</b>	<b>50% Amount Requested from RTO8 (excluding HST)</b>
ABC Tent Rentals	2-day tent rental for event	\$1,800.00	\$900.00	\$900.00
Volunteer staff	Wages to 4 volunteer staff for two days	\$800.00	\$800.00	\$0.00
Harry's Port A Potty	6 port a potty 2- day rental	\$3,000.00	\$1,500.00	\$1,500.00
New Day Photography	2-day photo shoot of event	\$2,000.00	\$1,000.00	\$1,000.00
Henry's AV	Purchase of 2 wireless microphones	\$600.00	\$600.00	\$0.00
TR Productions	2-day fee for event Emcee	\$2,000.00	\$1,000.00	\$1,000.00

Perfect Posters & Printing	Graphic design and print of 25 wayfinding signs for event visitors	\$250.00	\$125.00	\$125.00
XYZ Insurance Company	2-day event insurance	\$2,000.00	\$2,000.00	\$0.00
			<b>Total Partner Contribution</b>	<b>Total RTO8 Request</b>
	<b>Total Cost of Project</b>	<b>\$12,450.00</b>	<b>\$7925.00</b>	<b>\$4,525.00</b>

**\*\*Wages, equipment purchases and insurance are all ineligible expenses which is why the request to RTO8 is listed as \$0.00**

### Disclosure and Release Statement

1. We (“we” refers herein to the “Partnership Allocation Applicant”) hereby certify that the information shown in this Regional Tourism Organization 8 (RTO8) Partnership Allocation Application is a complete and true declaration.
2. We confirm that if any statement we have made herein or in accompanying materials proves to be incorrect in any way or requires changes to the original application, we shall notify RTO8.
3. We understand that additional information in support of this application must be supplied to RTO8, if requested and reasonable, before adequate consideration can be given to this application.
4. We authorize RTO8 to retain this Partnership Allocation application and any related reports for RTO8’s records and reporting to the Ministry of Tourism, Culture and Sport (MTCS) which oversees RTO8. We acknowledge that, as the operation of RTO8 is financially supported by the Province of Ontario, representatives of MTCS are permitted access to the files of RTO8 for monitoring and evaluation purposes and that we may be contacted, as the applicant, by representatives of MTCS, and that such information as is acquired by the Ministry and RTO8 will be treated as confidential.
5. We understand that RTO8 will handle our personal information in strict confidence in accordance with the Federal Privacy law.

6. We understand that the terms and conditions of any RTO8 Partnership Allocation financial contribution which may be authorized will be set forth in a Partnership Allocation Agreement/Contract, with which we must be in agreement and must acknowledge our acceptance.
7. We acknowledge that we are jointly responsible for the success or failure of the project, and that any information which is provided to us, as the applicant, by representatives of RTO8, is for our understanding only. It is our responsibility, as the applicant, to verify the accuracy of such information or to seek additional information concerning any aspects of our proposed project.
8. We further agree to hold RTO8 harmless and hereby release and discharge RTO8 from any actions, damages, claims, or demands which may arise, directly or indirectly, as the result of any act or omission by RTO8 in providing information to the applicant, and to indemnify RTO8 from any such actions, damages, claims or demands which might be suffered by the applicant in connection with any such information.
9. We understand and consent to RTO8 communicating our role and accomplishments of our project, if we are successful in obtaining RTO8 Partnership Allocation financial contribution which may or may not include personal information, such as the name of the Applicant.

The undersigned certifies that all the information provided to RTO8 in the Partnership Allocation Program Application is true and complete and agrees to provide any further information that may be required for RTO8 to render a decision, in a timely manner. The undersigned confirms that the **Disclose and Release Statement** has been read thoroughly and understood. The undersigned has appropriate signing authority to enter into a contractual business agreement with Regional Tourism Organization 8.

I have spoken with the DMO (Destination Marketing / Management Organization) representing my region (Kawartha Lakes, Peterborough & the Kawarthas, Northumberland County) about applying for the RTO8 Partnership Allocation Program and my proposed project.

Yes, I have:

No, I have not:

Name of DMO Representative: \_\_\_\_\_

Date of Contact: \_\_\_\_\_

Printed Name of Applicant: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

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

*\*Please sign electronically sign or print off, sign, and scan signature page to include with your application submission*