

Grant requests which come under the following broad headings will be considered:

**A. MAJOR EVENT GRANT**

**Eligible General Requests (The funds under this category have already been allocated)**

1. Major event grants are awarded to defray a portion of costs for established (operating for at least two years) event production companies that align with the Burnaby Halloween Festival's strategy to become the largest Halloween festival in Canada. The grant must be directed toward project/event/program and operating costs related to the operation of an approved activation during October 2025.
2. The grant will be awarded to only one event and will be awarded on a first-come, first-served basis.
3. The event must have a targeted attendance of at least 20,000 visitors during the event.
4. The event must share a detailed marketing plan and project plan with the grant application.
5. Applicants must receive substantial revenue from other sources. Applicants may apply for up to one Major Event Grant to a maximum of 25% of their annual operating budget, up to a maximum of **\$40,000.00**. All grant applications will be reviewed by Tourism Burnaby and are conditional on the availability of funding allocated for the respective year.

Operating Grants are provided to offset costs incurred to operate the organization, including:

- Salaries
- Lease or rent payments
- Utilities
- Insurance
- Marketing Expenses
- Capital Expenditures

Grants are provided to offset the costs of delivering a specific project/event/program such as outreach initiatives, block parties, environmental and other community events. Programming Grants may also be provided through in-kind services from the City (i.e. printing services).

**Ineligible Requests**

- i. Grants ARE NOT available to cover costs for past events.
- ii. Grants ARE NOT available to cover costs of past deficits.
- iii. Organizations that do not have a proven track record with past large-scale events

**B. SPECIAL EVENT GRANTS**

Special Category grants are awarded to defray a portion of costs for established (operating for at least two years) event production companies that align with the Burnaby Halloween Festival's strategy to provide a diverse and exciting experience for all visitors. The grant must be directed towards operating or marketing

costs for an approved activation during the month of October 2025.

1. The grant will be awarded to only one event and will be on a first come first serve basis.
2. The event must have a targeted attendance of at least 5,000 visitors during the course of the event.
3. Applicants must receive substantial revenue from other sources including ticket sales. Applicants may apply for only one Special Event Grant up to a maximum of **\$35000.00**.
4. The event must share a detailed marketing plan and project plan with the grant application.
5. All grant applications will be reviewed by Tourism Burnaby and are conditional on the availability of funding allocated for the respective year.

Operating Grants are provided to offset costs incurred to operate the organization, including:

- i. Salaries
- ii. Venue Expenses
- iii. Marketing Expense

Special consideration will be given to organizations that can demonstrate one or all of the following:

- Events and activations that take place over multiple dates
- Events that have a business plan
- Organizations that have developed and executed similar events in the past 3 years
- Events that have a charitable component
- Organizations that are owned or run by Indigenous peoples
- Events that demonstrate a spirit of multiculturalism
- Events that overtly demonstrate inclusivity for the 2SLGBTQIA+ communities
- Events that are accessible for people of all abilities.

### **C. GROWTH EVENT GRANTS**

Tourism Burnaby has identified a need for the following types of events:

- a) Horror Film Festival
- b) Halloween Galas or Celebrations
- c) Halloween-themed performances (single or multiple dates)
- d) Horror-themed Tours
- e) Halloween Themed Concerts
- f) Haunted Spaces
- g) Outdoor Markets/Food Truck Festivals
- h) Other creative and exciting events and activations related to Halloween

1. Growth Event grants are awarded to defray a portion of costs for events that align with the Burnaby Halloween Festival's strategy to provide a diverse and exciting experience for all visitors. The grant must be directed towards operating or marketing costs for an approved activation during the month of October 2025.
2. The grants will be awarded on a first come first serve basis.
3. The event must have a targeted attendance of at least 1,500 visitors during the course of the event.
4. Applicants must receive substantial revenue from other sources including ticket sales. Applicants may apply for only one Growth Event Grant up to a maximum of **\$20000.00**.
5. The event must share a detailed marketing plan and project plan with the grant application.
6. All grant applications will be reviewed by Tourism Burnaby and are conditional on the availability of funding allocated for the respective years.

Operating Grants are provided to offset costs incurred to operate the organization, including:

- i. Salaries
- ii. Venue Expenses
- iii. Marketing Expense

#### **D. COMMUNITY ACTIVATION GRANTS**

Community Activation Grants are intended for smaller (fewer than 1000 attendees) neighbourhood and community events that help to spread the spirit of the Burnaby Halloween Festival throughout Burnaby. Community Activation grants are awarded to defray some or all costs for events that align with the Burnaby Halloween Festival's strategy to provide a diverse and exciting experience for both citizens and visitors alike. The grant must be directed towards operating or marketing costs for an approved activation during October 2025.

1. Applicants may apply for one Community Activation Grant up to a maximum of **\$2500.00**.
2. The grants are on a first come first serve basis.

Special consideration will be given to organizations that can demonstrate the following:

- School Groups
- Free Events
- Events in the Lougheed or Edmonds neighbourhood
- Events that demonstrate a spirit of multiculturalism
- Events that overtly demonstrate inclusivity for the 2SLGBTQIA+ communities
- Community support
- Events that are accessible for people of all abilities.

All grant applications will be reviewed by Tourism Burnaby and are conditional on the availability of funding allocated for the respective year.

### **Grant Application Criteria and Guidelines**

1. Applications must outline the target audience and the anticipated number of event attendees or Burnaby residents served by the program or service.
2. Applicants must complete and submit the online grant application no later than:  
Major Events: Apr 30<sup>th</sup>, 2025  
Special Events: May 31<sup>st</sup>, 2025  
Growth Events: Jul 31<sup>st</sup>, 2025  
Community Activation Events: Aug 31<sup>st</sup>, 2025
3. **Incomplete applications will not be considered. It is the responsibility of the applicant to ensure the completeness of their submission.** For non-applicable questions, please denote "N/A" or "0" in the response field.
4. Program grant funds must be used for costs associated with executing the project/event/program, not for planning the project/event/program.

### **Grant Approval**

1. All applications will be reviewed by Tourism Burnaby in a timely manner, and decisions will be made within 10 days of submission deadlines.
2. Successful grant applicants are required to acknowledge Tourism Burnaby's contribution to their activities and projects in all promotional material. A Burnaby Halloween Festival and/or Tourism Burnaby logo and complete partner toolkit with assets will be provided to successful grant applicants for acknowledgment purposes.
3. There is no appeal process should a grant be denied or partially funded. If a grant request is denied, applicants cannot re-apply for the same grant request until the following calendar year. Changing the grant request amount does not constitute a new application.

### **DECLARATION**

**This declaration is to be signed by an authorized member of your organization.**

I certify to the best of my knowledge that the information provided in this application is accurate, complete, and endorsed by the group I represent. On behalf of the applicant organization, I agree to the following conditions if this application is successful:

- a. Grant funds must be applied to current expenses and must not be used to reduce or eliminate accumulated deficits or to retroactively fund activities.
- b. The organization will make every effort to secure funding from other sources as indicated in its application.
- c. The organization will maintain proper records and accounts available for inspection by Tourism Burnaby or its auditors.
- d. The organization will immediately notify Tourism Burnaby (in writing) of any changes in the organization’s activities as presented in its application.
- e. If the grant funds are not used for the organization’s activities as described in the application, they are to be repaid to Tourism Burnaby in full within 30 days of notification. If the activities are completed without requiring the full use of the funds, the remaining funds are also to be returned to Tourism Burnaby.
- f. The organization must acknowledge the financial assistance of Tourism Burnaby on all communications and promotional materials relating to its activities, such as programs, brochures, posters, advertisements, websites, news releases, and signs.

SIGNATURE	SIGNATURE
TITLE	TITLE
PRINT NAME	PRINT NAME
DATE (YYYY-MM-DD)	DATE (YYYY-MM-DD)

**SECTION A: APPLICANT INFORMATION**

1. ORGANIZATION NAME		
2. ORGANIZATION STREET ADDRESS		
3. WEBSITE (IF APPLICABLE)		
4. GRANT APPLICATION MAIN CONTACT PERSON		
NAME	PHONE	EMAIL
5. ALTERNATIVE CONTACT PERSON		
NAME	PHONE	EMAIL

6. APPLICANT TYPE		
NON-PROFIT SOCIETY	SOCIETY NO	DATE OF INCORPORATION
REGISTERED CHARITY	CHARITABLE NO	
FOR PROFIT ORGANIZATION	BUSINESS NO	DATE OF INCORPORATION
SPORTS OR RECREATION ORGANIZATION		
OTHER	PLS SPECIFY:	

**SECTION B: GRANT INFORMATION**

1. SELECT THE KIND OF GRANT YOU ARE APPLYING FOR:			
Major Event	Special Event	Growth Event	Community Activation Event
2. AMOUNT YOU ARE REQUESTING:		In-Kind (check if applicable) <input type="checkbox"/>	
3. TOTAL COST OF THE PROJECT/EVENT/PROGRAM ETC.			
4. IF YOU ARE APPLYING FOR A MAJOR EVENT, SPECIAL EVENT GRANT OR GROWTH EVENT, DESCRIBE HOW THIS GRANT WILL BE USED TO OFFSET COSTS INCURRED TO OPERATE THE ORGANIZATION. PLEASE DETAIL THE NATURE OF OPERATING EXPENSES (SALARY, LEASE, MARKETING EXPENSES ETC.) AND SPECIFY THE PERIOD DURING WHICH THE GRANT WILL BE USED. IF YOU PREFER, PLEASE ATTACH A BUSINESS PLAN FOR YOUR EVENT/ACTIVATION.			

5. IF APPLYING FOR A COMMUNITY ACTIVATION GRANT, DESCRIBE HOW THE ORGANIZATION BENEFITS RESIDENTS OF BURNABY AND APPROXIMATELY HOW MANY BURNABY RESIDENTS BENEFIT FROM THE ORGANIZATIONS INITIATIVES ON AN ANNUAL BASIS.

**SECTION C: THE PROJECT/EVENT/PROGRAM**

1. NAME OF THE PROJECT/EVENT/PROGRAM	
2. PROJECT/EVENT/PROGRAM LOCATION (PHYSICAL STREET ADDRESS OR EVENT LOCATION)	
3. PROJECT/EVENT/PROGRAM START DATE	4. PROJECT/EVENT/PROGRAM END DATE

**SECTION D: PURPOSE OF BENEFIT**

1. DESCRIBE THE PURPOSE OR GOAL OF THE PROJECT/EVENT/PROGRAM
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2. DESCRIBE THE PROJECT/EVENT/PROGRAM AND THE ACTIVITIES

3. DESCRIBE HOW THE PROJECT/EVENT/PROGRAM ALIGNS WITH ONE OR MORE OF THE FOLLOWING: INCLUSIVITY, MULTICULTURALISM, COMMUNITY ENGAGEMENT, ARTS & CULTURE ACTIVATIONS.

4. IDENTIFY YOUR COMMUNITY PARTNERS OR STAKEHOLDERS – YOU MAY ALSO INCLUDE LETTERS OF SUPPORT FOR YOUR PROJECT/EVENT/PROGRAM FROM THESE GROUPS AS PART OF THE APPLICATION.

5. IF THE AMOUNT REQUESTED FROM TOURISM BURNABY IS NOT FULLY GRANTED, WHAT WOULD YOU DO TO MAKE UP THE DIFFERENCE AND/OR HOW WOULD YOU PROCEED DIFFERENTLY?



**SECTION E: EVENT OUTCOMES**

1. HOW WILL YOU KNOW IF YOUR PROJECT/EVENT/PROGRAM REACHED ITS GOALS?

2. WHAT DATA AND FEEDBACK DO YOU COLLECT FROM YOUR AUDIENCE/PARTICIPANTS? HOW DO YOU EVALUATE YOUR PROGRAMS AND SERVICES?

**SECTION F: MAJOR EVENT AND SPECIAL EVENT GRANTS ONLY – LONG-TERM VIABILITY**

**ATTENTION:** The grant program is intended to support the growth of the Burnaby Halloween Festival while creating a framework of financial sustainability rather than using Grant resources as an indefinite funding source. It is requested that your organization develop a diverse funding income base and seek alternative methods for self-sufficiency to ensure your organization's long-term operational sustainability.

1. WHAT ARE YOUR SOURCES OF REVENUE? WHAT PERCENTAGE OF TOTAL REVENUE DO THEY EACH REPRESENT?

<b>SOURCE OF REVENUE</b>	<b>% OF TOTAL REVENUE PREVIOUS YEAR (if Applicable)</b>	<b>% OF TOTAL REVENUE CURRENT YEAR</b>
EARNED REVENUE (ALL TICKET SALES, REGISTRATION FEES, MEMBERSHIPS, ETC...)		
GRANTS (ALL FEDERAL, PROVINCIAL, MUNICIPAL, FOUNDATION AND GAMING GRANTS)		
DONATIONS AND SPONSORSHIPS (CASH)		
DONATIONS AND SPONSORSHIPS (IN-KIND)		
ALL DONATIONS (CASH/IN-KIND) PROVIDED BY TOURISM BURNABY		

2. WHAT OTHER SOURCES OF FUNDING ARE YOU CURRENTLY PURSUING? DOES THE ORGANIZATION HAVE A PLAN FOR DIVERSIFICATION AND INCREASE OF REVENUE OVER THE LONGER TERM? IF YES, PLEASE PROVIDE A COPY OF THE PLAN OR DESCRIBE THE PRIMARY OBJECTIVES AND STRATEGIES.

3. DESCRIBE THE TOP 3 GOALS FOR THE ORGANIZATION IN THE CURRENT YEAR.

GOAL 1

DESCRIPTION

GOAL 2

DESCRIPTION

GOAL 3

DESCRIPTION

4. HOW DOES YOUR ORGANIZATION WORK TO ENSURE THAT PROGRAMS AND SERVICES ARE ACCESSIBLE AND INCLUSIVE FOR ANYONE WHO HAS AN INTEREST REGARDLESS OF AGE, ABILITY, ORIENTATION, ETHNIC/CULTURAL BACKGROUND, SOCIO-ECONOMIC STATUS? PLEASE SHARE EXAMPLES AND SUCCESS STORIES OF INCLUSIVITY AND DIVERSITY WITHIN YOUR ORGANIZATION AND PROGRAMMING.

**SECTION G: INSURANCE AND ACKNOWLEDGEMENT**

1. DOES YOUR ORGANIZATION HAVE GENERAL LIABILITY INSURANCE?

Yes       No

2. IF YES, WHAT COVERAGE?

3. IF AWARDED A GRANT, HOW WILL YOUR ORGANIZATION ACKNOWLEDGE THE CONTRIBUTION FROM TOURISM BURNABY?

**Your Grant Application is Important**

Please be as thorough as possible in the completion of the grant application to ensure that your application is not delayed or denied consideration while additional information is being obtained.

**Submission Process**

- Grant application forms **MUST** be completed in full and be legible. If you have a Business Plan that addresses the sections above, please refer to that in the appropriate section and attach the Business Plan to your application.
- Incomplete applications will be returned to the applicant for completion and re-submission for consideration.
- Please EMAIL an ELECTRONIC VERSION of the COMPLETE Grant Application Package (including attachments of supporting materials) to: [apaul@tourismburnaby.com](mailto:apaul@tourismburnaby.com)
- Any additional or supplemental information may be included with the application at the time of submission. Applicants are not required to submit additional or supplemental information for their application to be considered.
- For more information, please email **[apaul@tourismburnaby.com](mailto:apaul@tourismburnaby.com)**