Logo

Description automatically generated

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| **MATCHED FUNDING APPLICATION** | | | | | | |
| **Applicant** |  | | | **Key Contact** |  | |
| **Email** |  | | | **Telephone** |  | |
| **Project Name** |  | | | | | |
| **Project Date (s)** | **Start Date** |  | | **End date** |  | |
| **Location** |  | | | | | |
| **Key Priorities**  **Check applicable box** | ☐ Marketing, e.g., media buying, FSI, digital campaign | | | | | |
| ☐ Investment Attraction e.g., events, FAMs, media hosting such as Breakfast TV | | | | | |
| ☐ Product Development, e.g., Culinary & Wine, Cycling, Horticulture, etc. | | | | | |
| ☐ Workforce Development | | | | | |
| **Total Project Budget** | **$** | | **Funds to be contributed** | | | $ |

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| **Matching Funds Project** |
| ***Please provide a full description of the investment.*** |
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| **Marketing Plan** |
| ***Indicate tactics to be deployed. Include target market and target audience*** |
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| **Marketing Initiative/Project** |
| ***Please explain the rationale/ need/ demand for this project.*** |
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| **Strategic Focus** |
| ***List the key areas you will focus your efforts*** |
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| **Objective(s)** |
| ***Outline the desired results of this plan. Demonstrate its measurable benefits and its anticipated impact(s).*** |
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| **Metrics – Performance Indicators** |
| * ***Describe how the key activities outlined below will assist in meeting your proposed objectives, and how you plan to measure your success.*** * ***Identify all anticipated outputs and qualitative and quantitative performance indicators.*** * ***Indicators could include the increase in number of visitors to a selected sample of operators, number of enquiries, % increase in bookings through various marketing modes, etc.)*** |

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| **Metric** | **Base or Last year** | **Target** |
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| **Project Description** | |
| ***List the key activities and timelines*** | ***Dates - Timelines*** |
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**Please email completed forms to the:**

**-** [**Erin.Monaghan@visitniagaracanada.com**](mailto:Erin.Monaghan@visitniagaracanada.com)

* **Application to be submitted in ‘Word’ format (please do not submit in PDF)**
* **Budget in ‘Excel’ format**