



## **2026 Tourism Ucluelet Events & Experiences Fund Application Form**

### **Submission Guidelines**

Completed applications must be submitted to **[community@discoverucluelet.com](mailto:community@discoverucluelet.com)**  
**Subject: 2026 Tourism Ucluelet EEF Application - "Event Title"**

Applications must follow the timelines outlined in Fund Guidelines document to be considered eligible.

Please refer to our Fund Guidelines for detailed information regarding your application submission and eligibility criteria.

## **Section 1: Applicant Information**

1. Organization Name:
  
2. Organization Type (e.g., non-profit, Indigenous organization, business):
  
3. Contact Information:
  - Name:
  - Title:
  - Email:
  - Phone:
  
4. Organization Address:
  - Street Address:
  - City:
  - Postal Code:

## **Section 2: Event/Project Information**

1. Event/Project Name:
  
2. Event/Project Location(s):
  
3. Event/Project Date(s):
  
4. Social Media Handles:
  - Facebook:
  - Instagram:

○ Twitter/Other:

5. Event Hashtags:

6. Has your event/project received funding from Tourism Ucluelet before? **Yes/No**

### **Section 3: Event/Project Description**

1. Briefly describe your event/project (200)-word maximum).

2. Explain how your project will benefit Ucluelet's tourism goals, including:
- Increasing shoulder-season visitation.
  - Supporting sustainability or regenerative tourism. **Please complete this SDG form as part of your application (required).**
  - Enhancing community connection.

3. Who is your target audience, and how will your event attract them?

4. Outline how you plan to measure success (e.g., overnight stays, ticket sales, survey results).

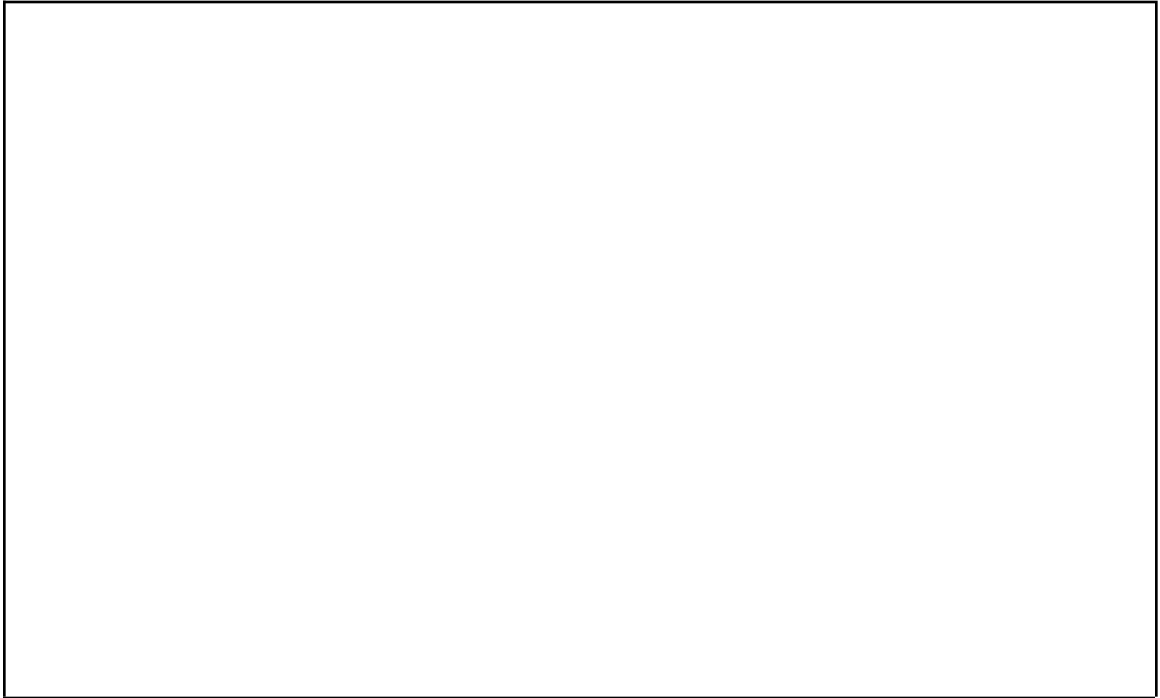
#### **Section 4: Funding Request**

1. Funding amount requested:
2. Provide an itemized budget with details on how funds will be allocated. Please include specific marketing activities and estimated budget allocations such as: Social media, Print or radio, and content creation.

3. List other funding sources (confirmed and pending), including amounts.

## **Section 5: Marketing Plan**

1. Describe your marketing strategy for attracting out-of-region visitors.

A large, empty rectangular box with a thin black border, intended for the user to describe their marketing strategy for attracting out-of-region visitors.

2. Include metrics you will track to measure effectiveness (e.g., reach, impressions, cost per click).



## **Section 7: Supporting Documents**

Applicants may attach up to five supporting documents, such as:

1. Detailed marketing plans
2. Budget details
3. Event schedules
4. Letters of support from stakeholders
5. Previous reports or case studies.

\*Not required and only recommended if these documents already exist.

## **Section 8: Applicant Declaration**

By signing below, you confirm:

- All information provided is accurate.
- Funds will only be used for eligible activities.
- A final report will be submitted no later than 45 days post-event completion.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_