

Letter of Support Request

Destination BC - Tourism Events Program Grant

For: Rockin' River Music Festival

Grant open for events taking place between May 1, 2020 and April 30, 2021.

Deadline to apply October 31, 2019.

"This year was definitely the festivals best year ever and we sure anticipate steady growth over the next few years. As you are fully aware, an event of this size takes many factors to become successful not the least of which is financial support from the provincial government. At this point, we have been very successful in getting some grant support and we are now trying to get another grant to expand our provincial, national and international advertising in hopes of broadening our client base and inviting them to spend the summer with us in beautiful Merritt BC in the heart of the Nicola valley.

To that end, I was hoping I might be able to get you and anyone else who see themselves as community stakeholders to write a letter of support for our event. It is vital to show the powers that be, that we have huge support from the community leaders and the local businesses. What we are asking the BC government for, is money that goes directly into promoting the festival to a national and international audience in hopes of driving more tourism to the province and of course Merritt. "-Kenny Hess, Founder of the Rockin' River Music Fest

Program Requirements

All applicants are required to demonstrate how the event meets the following criteria:

Mandatory:

1. The event must take place in BC.
2. The event must be confirmed (i.e. funding for an event bid is not eligible).
3. The event should be able to demonstrate financial viability (i.e. majority of operational funding is confirmed).
4. The event must be a tourism event (i.e. the event is a draw for tourists and is not primarily community focused).
5. The event must be a sporting competition, arts or cultural celebration, or festival.
6. Organizers must be able to apply for at least the full minimum amount of TEP funding (\$10,000) for eligible activities.
7. Each event requires a separate application form and must be submitted during the appropriate intake window.

Use of Funds

Funding provided through the TEP must be used to broaden the reach and impact of the event through marketing and communications, which may include broadcasts, promotional materials, social media, advertisements etc.