

CONVENTION AND EVENT SUPPORT FUND

REQUEST FORM

Reviewed July 2021

CONVENTION AND EVENT SUPPORT FUND (FACE) PRESENTATION

Description of Convention and Event Support Fund (FACE)

Destination Sherbrooke, whose mission is to promote Sherbrooke through the promotion and sustainable development of recreational and tourism attractions, has developed a Convention and Event Support Fund (FACE)ⁱ. This financial support is made available to increase the economic and tourism spin-offs of business and sports tourism in the capital of the Eastern Townships¹.

Adapted for COVID-19

Due to the impacts caused by the COVID-19 pandemic, the tourism industry, including the business and sport tourism sectors, has been devastated. As such, the Destination Sherbrooke team has revised its attribution rules and admissibility criteria for financial support for the period from September 1, 2020 to December 31, 2022.

Conventions and events held during this period can receive increased and adapted support.

Admissibility criteriaⁱⁱ

- Organising a one-time convention or event within the territory of the City of Sherbrooke;
- Generating more than 100 hotel room overnight stays (overnight stays purchased and used) in Sherbrooke hotel and/or university residence establishments. An overnight stay in a university residence counts for 0.5 of a hotel overnight stay.
- Filled out the request for financial support form and provided all the required documents for the evaluation of the request (minimum 30 days before the event date).

In all cases, discussions about eligibility for the program must have been started before the signature of contracts with the hotel(s) and/or university residence(s).

Are not eligible, convention or event that takes place annually and exclusively in Sherbrooke and not being able to be held elsewhere.

Required Documents

On submitting your request (minimum 30 days before the event date)

- A formal quote from one or more hotel establishments and/or university residences in Sherbrooke, clearly indicating the number of blocked rooms;
- A draft of the convention or event program as well as a brief description of the convention or event including: a list of services you will need in terms of local suppliers (Sherbrooke).

¹ The Convention and Event Support Fund (FACE) relies upon amounts voted on annually during the adoption of the city of Sherbrooke's budget.

On signature of the contract

- The contract signed with one or more hotel establishments and/or university residences in Sherbrooke clearly indicating the number of blocked rooms;

To receive your final installment

- A final report for the event including the real number of overnight stays, proof of events held, contracted local suppliers and a media review of articles published, returned within 30 days following the end of the event.

Financial Support

- Destination Sherbrooke reserves the right to verify with previous host partners and reject any request from any organization that previously caused damage or disturbances in the past;
- The financial support will be granted based on a pre-established scale, and will vary between \$1,000 and \$10,000;
- The financial support will be granted in the form of a check made out to the organization.
- If the terms of the initial agreement are not respected, the payment may be reduced;
- In the case where an event or its partners willfully create disturbances within the territory of the City of Sherbrooke, the beneficiary's second payment could be cancelled, and all future requests rejected;
- In the case of an exceptional contribution from the City of Sherbrooke, the financial support could be modified following a joint evaluation by the selection committee and representatives from the City of Sherbrooke.

ⁱ The Conference and Event Assistance Fund (FACE) is dependent on amounts voted on in the context of the adoption of the City of Sherbrooke's budget.

ⁱⁱ Destination Sherbrooke reserves the right to review the fund admissibility criteria on an annual basis.

General Information	
Name of organization:	
Name of convention or event:	
Name of person responsible for convention or event and position:	
Address:	
Email:	
Telephone:	
Name of person responsible for convention or event and position:	
Contact address (if different from the organization):	
Email:	
Telephone:	
Issue the cheque to:	
Send the cheque to the following address:	

Information about the convention or event	
Date of the convention or event:	
Number of expected overnight stays:	
Number of participants:	
Location of convention or event:	
Hotels used for lodging:	
Number of planned local suppliers (Sherbrooke):	Yes : How many : 1 2 3 4 5 6 7 8 et +
	No :
Please indicate the names of local suppliers you plan to use:	

Information about the last convention or event	
Last Edition	
Date of the convention or event:	
Location:	

IMPORTANT: See in the file entitled CONVENTION AND EVENT SUPPORT FUND the mandatory documents to be provided when submitting the application (minimum 30 days before the event date).

- **A formal quote from one or several hotels and/or residences;**
- **A draft program as well as a short description of the convention or event including: a list of services you will need from local suppliers.**