

## **CONVENTION AND EVENT SUPPORT FUND**

### **REQUEST FORM**

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Reviewed November 2019

# 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)<sup>i</sup>. 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 Townships<sup>1</sup>.

## Admissibility criteria<sup>ii</sup>

### Type 1:

- Organising a one-time convention or event within the territory of the City of Sherbrooke;
- Organising a convention or event that has not taken place in Sherbrooke within the past five years;
- Generating more than 200 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.

### Type 2:

- Organising a one-time conference or event within the territory of the City of Sherbrooke;
- Organise a conference or event that generates more than 800 overnight stays in Sherbrooke hotel establishment and/or university residence. An overnight stay in a university residence counts for 0.5 of a hotel overnight stay.

### Type 1 and 2:

- Filled out the request for financial support form and provided all the required documents for the evaluation of the request.

**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), where the participants come from as well as the number of non-convention related activities and activities for

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

spouses/other attendees that you want to organize.

#### **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 \$2,500 and \$10,000;
- A convention or event that is guaranteed and signed to be held for a maximum of three consecutive times can benefit from financial support for all three editions, on the condition that this is noted in the initial request;
- The financial support will be granted in the form of a check made out to the organization.
- Events with between 200 and 249 planned overnight stays, a single payment will be made. If there are more than 250 overnight stays planned, support will be paid in two installments;
- In the case of two installments, half of the amount will be paid two months before the event. The second installment will be paid in full on reception of the final report and the verification of the respect of initial commitments;
- In the case of a single installment, it will be paid in full on reception of the final report and verification of the respect of initial commitments;
- If the terms of the initial agreement are not respected, the beneficiary's second 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 a full cancellation of the event following the deposit of the first payment, the beneficiary must reimburse the full amount of the financial support paid;
- 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.

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<sup>i</sup> 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.

<sup>ii</sup> 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 +        |
|   | No :  |
| Please indicate the names of local suppliers you plan to use: |   |
| Where will the participants come from?:                       | Provincial :            National :            International : |
| Will you organize non-convention related activities?:         | Yes :            How many :    1    2    3    4    5 +        |
|   | No :  |
| Will you organize activities for non-participants?:           | Yes :            How many :    1    2    3    4    5 +        |
|   | No :  |

| Information about the last convention or event |  |
|--|--|
| <b>Last Edition</b>                            |  |
| 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.**

- 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 (Sherbrooke), where the participants come from as well as the number of non-convention related activities and activities for non-participants you would like to organize.