Tourism Event Support Program

Background

In the 2002 Budget, CGS Council established a Tournament Fund to assist event organizers staging events using city owned facilities and city services. This fund, along with the ***Tourism Event Support Policy***, provides a framework for support that recognizes the importance of events to this city, while ensuring that our limited resources are focused on maximizing the impact of these types of events on our economy and our profile.

Resources Available

Support for events can be either direct (cash contribution or sponsorship) or indirect (staff time, promotional material, meeting rooms, and other assistance), and is provided to eligible organizations who demonstrate the value of their event to the city in terms of potential economic impact, profile, size and scope of the event. Successful applicants include local art groups, sporting associations, national and international industry associations, colleges, universities, Aboriginal community groups, and other organizations who host relevant events within Sudbury.

This direct support helps to raise the profile of the city while assisting organizers, particularly non-profits, with the very real costs of staging their activities. In addition, indirect support, including staff time, promotional material, meeting rooms, and other assistance, can assist organizers and help to defray costs. Indirect support is provided within available resources, as a matter of course, to event and meeting organizers to assist them in hosting events in Greater Sudbury.

For information on the ***Tourism Event Support Program***, contact Barb McDougall (barb.mcdougall@sudbury.ca or 705-674-4455 ext 2422) to inquire about the ongoing intake of submissions.

How to Apply

To apply to the Tourism Event Support Program for direct or indirect support, please complete the online **Event Questionnaire** located here.