

Marquee Event Program Information Form

Thank you for your interest in the Marquee Event Program. For 2025-26, the Marquee Event Program is **invitation only**. To be considered, applicants must first complete and submit the information form below. Ministry staff will review the information forms and contact eligible events that will be permitted to apply to the program.

When completing the form, answer each question fully.

Organization Information

Organization Name:

Business Address:

Organization Legal Name:

Unit Number:

City/Town:

Postal Code:

Province:

Country:

Organization Contact Information

Primary contact. This person must be selected as the primary contact and will be responsible for grant administration and correspondence with the ministry. The individual must be a staff or an organizational appointee, who is not an external grant writer or external event organizer/production representative.

Salutation:

First Name:

Last Name:

Role:

Primary (Applicant Only): ☐

Title:

Email Address:

Phone Number (Work):

Phone Number (Mobile):

Signing Authority (Is this person authorized to sign for the organization?): ☐

Event Information

Provide your event information below.

Event Name:

Event Start Date (mm/dd/yyyy):

Event End Date (mm/dd/yyyy):

Host Municipality/First Nation Community:

City/Town:

Province:

Postal Code:

Primary Address:

Event Description

Provide a brief, high-level description of your event (max 500 characters):

New Event: Yes ☐ No ☐

Annual Event: Yes ☐ No ☐

Performance Measures

Fill in the following Performance Measures for the event. All values entered should be numeric. Do not include percentages:

No	Metric	Description	Anticipated
1	Attendance – Ontario Local	Total local visitors (ON residents who travel LESS than 40km to attend)	
2	Attendance – Ontario Tourists	Total ON tourists (ON residents who travel 40km or more to attend)	
3	Attendance - Canada	Total out-of-province Canadian tourists	
4	Attendance - International	International tourists	
5	Total Tourist Attendance (not including local visitors)	Add lines 2 to 4	
6	Total Attendance (including local visitors)	Add lines 1 to 4	
7	Total Economic Impact / Tourists Spending	Anticipated Economic Impact of Events (utilize previous event data)	

Event Cast Budget

Click the box below to enter the total budgetary value of your planned tourism event. Do not include in-kind contributions.

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Once completed, save the form and submit it to the link below. If you have been selected to apply to the program, a ministry representative will reach out to you.