

CELEBRATIONS ON THE GREAT TRAIL

Grant Application Guidelines

Our big year is here!

2017 is shaping up to be an awesome year for all Canadians, and for everyone involved with Trans Canada Trail (TCT), this year is even more special, because it marks the realization of an amazing goal now 25 years in the making: the country-wide connection of The Great Trail. Since 1992, TCT — a not-for-profit organization — has been working with donors, partners, governments, landowners and volunteers to create an epic trail of trails offering a wide range of outdoor experiences on greenways, waterways and roadways.

TCT's goal is to connect the Trail and the country for a grand celebration on **August 26, 2017**. We want you to celebrate the full connection of The Great Trail and Canada's 150th on YOUR section of the Trail, and we're going to help you throw an unforgettable party!

Here's the plan:

We want to engage hundreds of trail groups and thousands of Canadians across the country to help us celebrate in one giant simultaneous happening! We want to share in your promotion of these events and then capture amazing moments on a multimedia platform published online.

How?

Eligible Canadian **trail groups, partners or municipalities** may apply for a grant from Trans Canada Trail to host a connection celebration on The Great Trail on **August 26, 2017**.

Who is eligible?

- Local trail organizations who either build, manage or operate sections of The Great Trail (groups who solely use the Trail will not be considered).
- Municipalities that either build, manage or operate sections of The Great Trail (municipalities that border the Trail but have no responsibility for their section of The Great Trail will not be considered).
- Groups on the main spine and groups on the spur trails linking to The Great Trail are considered eligible to apply.

Not eligible?

Community groups and other associations are welcome to work with qualified applicants to make a submission to Trans Canada Trail. In this case, the qualified applicant would submit the application on behalf of the collaborating partners.

Grant amounts

Trans Canada Trail will support event grant requests in the amount of \$1,500.

APPLY TODAY!

Visit TheGreatTrail.ca/Celebrations-Application. Applications will be accepted until ~~April 28~~ **May 19, 2017**.

When will I know the status of my application?

Application review period and approval of funds: ~~May 1 to May 26~~ **May 22 to June 2, 2017**.



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Trans Canada Trail will supply each successful applicant with supporting marketing collateral and event toolkit.

Please note that the following applications are **ineligible**:

- Any events involving political, legislative or lobbying activities
- Marketing sponsorships or advertising projects
- Family reunions or individuals
- Any activity taking place outside Canada

Which projects are eligible for funding?

Trail event celebrations can vary in scope and range, as outlined by the eligibility criteria below.

1. Eligible projects must be based in Canada, and must be connected to The Great Trail in celebration of Canada's 150th anniversary of Confederation on August 26, 2017:
 - **PLAN** community events and activities on The Great Trail in your area
 - **ENGAGE** all ages in an opportunity to explore Canada's diverse landscape and rich history connecting people with our natural spaces;
 - **PROMOTE** the importance of The Great Trail.
2. Eligible events/celebrations must commit to engaging in funded activities on August 26, 2017 for a simultaneous Canada-wide celebration.
3. Eligible applicants are asked to participate in a Canada-wide multi-media collaboration by uploading event photos to a designated site.

Eligible expenditures must relate directly to the Trail celebration event and may include:

- Food and non-alcoholic beverages
- Recruiting, training or supporting local volunteers
- Honoraria (e.g. performers and artists)
- Liability insurance
- Communications, publicity, promotional materials
- Facility rental, equipment rental, production and set-up costs

Ineligible expenditures

The following expenditures are considered ineligible, and will not be covered:

- Expenditures not related to the planned trail event on August 26, 2017
- Purchase of alcoholic beverages or liquor permits
- Purchase of any illegal substances

Assessment Criteria

Event design, goals and rationale

- Event is planned on a section of The Great Trail



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- Proposal demonstrates support of The Great Trail Canada-wide celebration 2017 (the event should be centered around 100% celebration across Canada)
- Event is designed to create opportunities for positive interaction with community partners (explain details of event)
- Event will be all-inclusive, free of charge, and open to the public

Event Metrics

- Proposed budget is reasonable, balanced and sufficiently detailed (i.e., expenses and revenues have been itemized)
- Outcomes: ability to provide post-event hard data(i.e. number of participants, media presence and media exposure, partner participation)
- Ability to upload photos to a designated website
- Demonstrate how Trans Canada Trail will be recognized at your event

How to apply:

Step 1 – Visit TheGreatTrail.ca/Celebrations-Application

Step 2 – Review the eligibility and criteria guidelines. Please note that if your request falls outside of the guidelines it is unlikely that it will be approved.

Step 3 – Click “apply online” to begin the simple-to-use online application form.

Step 4 – After the online application has been submitted, you will receive an email acknowledging receipt of the request. The application will be reviewed and we will provide an update within 90 business days of the submission date.

If you experience problems filling out the on-line application, please contact events@tctrail.ca



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FAQ APPLICATION PROCESS

Do I need an invitation code to apply online?

No. Invitation codes are not required.

How do I know if my request was received?

Applicants will receive written confirmation via email when a completed application is received.

When should I expect to receive a response from my application submission?

On average, it will take approximately 30 days from the application submission date to receive a response (see dates and deadlines).

What is the status of my application?

You will receive electronic confirmation when your completed application is received. If additional information is needed, you will be contacted directly.

I faxed, mailed or emailed a letter of application. Should I reapply?

We do not accept requests that are sent by fax, email or mail. All applications must be entered via the online application to be reviewed.



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