

Cape Breton Island '17 in 17' Festivals and Events Program

Destination Cape Breton Association's '17 in 17' Festivals and Events program provides marketing support on a regional, national, and international platform for eligible major events taking place on Cape Breton Island. These major events will align with the unique creative spirit of Cape Breton Island and foster growth in the key areas of sporting, active living, arts, music, and culture.

The '17 in 17' Festivals and Events program will provide marketing support for eligible events via inclusion in DCBA efforts to market and promote Cape Breton Island as a tourism destination. This may include a listing on web based and print materials promoting the included events, highlighting event title, date, location, and other distinguishable information.

Qualification

Eligibility for the Cape Breton Island Signature Events program is based on an application process and evaluation of signature events criteria. Criteria may include, but are not limited to:

- **Marketing:** ability to demonstrate marketing strategy and outline sources of paid and unpaid marketing effort
- **Culture:** ability to demonstrate the unique First Nations, Celtic, and/or Acadian heritage of Cape Breton Island
- **Community:** demonstrates support and involvement of community groups and volunteers that have palpable impact on the signature event
- **Economic impact:** demonstrated ability to affect measurable economic benefit and increase tourist visitation to Cape Breton Island
- **Expertise and experience:** demonstrated capacity of the event organizers to successfully manage the event
- **Canada's 150:** demonstrate a component which identifies Canada's celebration of its 150th anniversary.

Eligible events must also demonstrate elements of 'Major Events' criteria. Such events may:

- Be recognized nationally or internationally
- A multi-day event that will draw visitors from off-Island
- Showcase facilities and attractions of Cape Breton Island
- Create opportunities for local businesses
- Have significant media exposure

Responsibilities

By applying to the Cape Breton Island Signature Events program, your event commits to:

- Having accessible event information available by March 1, 2017 (up to date website, print materials, social media, and other marketing materials) for inclusion on cbisland.com, novascotia.com and also Destination Canada's passport app.
- Participation in DCBA events promoting the '17 in 17' (examples: sponsoring artists, providing video and print materials, participation in marketing process, sending representatives for visitor servicing)
- Inclusion of the Cape Breton Island '17 in 17' Events logo in marketing efforts and on site at the event

Please refer to DCBA-info.ca for an official application. If you have any questions please contact Katherine MacDonald via e-mail katherine@dcba.ca or phone (902) 539.2458. Thank you in advance for your application.