



2027

WINTERAMA ACTIVITY FUNDING REQUEST

**Please submit your
request to:**

Lesley Hough
Events Coordinator
lthough@penetanguishene.ca
(705) 549-7453 ext.419
10 Robert St West
Penetanguishene ON, L9M 2G2



(705) 549-7453



penetanguishene.ca



events@penetanguishene.ca

79th Annual Winterama Participation Funding Request

Got a great idea for Winterama? Now's your chance to make it happen!

Event Date: February 13-14, 2027

Deadline to Apply: January 4, 2027

As Ontario's longest-running winter carnival, Winterama is a beloved tradition that brings our community together through fun, creativity, and unforgettable winter experiences. We're looking for enthusiastic individuals, businesses, organizations, and community groups with ideas that will entertain, inspire, and engage attendees of all ages.

Funding is available to help bring your event, activity, performance, competition, or unique experience to life. Whether you're introducing something new or expanding a community favourite, this is your opportunity to be part of the magic and help create an unforgettable Winterama celebration.

Why Participate?

-  Be part of a cherished local tradition
-  Connect with thousands of residents and visitors
-  Showcase and promote your business, organization, or group
-  Bring people together through fun, engaging winter activities
-  Help create unforgettable Winterama experiences for all ages

Please submit your expression of interest to lhough@penetanguishene.ca and include the following in the form below:

- Your name or organization
- Contact information
- Description of activity
- Any other special requirements (e.g., space)
- **Funding Request \$**

We are excited to see the activities and experiences that will make our 79th Winterama unforgettable!

When selecting successful applications for town initiatives, several priorities are typically considered to ensure alignment with community values and goals. These may include:

1. **Free Access:** Activities that offer free participation with a Winterama Button, without additional ticket or registration fees, are prioritized to ensure inclusivity and accessibility for all community members.
2. **Cultural Significance:** Projects that highlight historic cultures, traditions, or local heritage are valued for their ability to foster community identity and pride.
3. **Community Engagement:** Initiatives that encourage active participation and engagement from a broad segment of the community are often favoured.
4. **Sustainability and Environmental Impact:** Proposals that incorporate sustainable practices or positively impact the environment may receive higher consideration.
5. **Innovation and Creativity:** Unique and creative projects that bring fresh perspectives or solutions to community challenges are prioritized.

Regarding expenses, certain types are typically deemed ineligible for funding, such as:

- Prizes or cash awards to activity participants.
- Expenses not directly related to the project's goals or proposed activities, including personal expenses, alcoholic beverages, and unrelated entertainment costs.

The recommended funding request range is \$500 to \$3,000. Applications exceeding \$3,000 may be considered; however, they must be accompanied by a compelling justification, comprehensive project plan, and clearly defined outcomes. Applicants requesting funding above this range are encouraged to demonstrate substantial community impact and explain why additional funding is necessary to achieve project objectives.

*To support a thorough review process, the Events Coordinator **may request additional information, clarification, or supporting documentation prior to the approval of any funding request.***

Join us in bringing winter magic to life and creating an unforgettable weekend of fun, connection, and community spirit! ❄️ 🧣 🌨️

Applicant Details*

Name:

Address:

Phone:

Email:

Organization Details, If different from applicant

Name:

Address:

Phone:

Email:

*I understand that this will be the primary contact for the event. The Events Coordinator will only be discussing event matters with this individual.

Is the Organization any of the following?

☐ Registered non-profit ☐ Community Organization ☐ Penetanguishene Business

Section 2

Activity Details

Activity Name: Expected Attendance:

Funding Request (\$):

Additional Requests (e.g., space):

*Note: Limited resources are available.

Activity Description:

Proposed Event Location:



Winterama Activity Funding Request

Target Audience

☐ Adults	☐ Seniors	☐ Families	☐ Children
☐ Teenagers	☐ Students	☐ Students (High	☐ Other _____
☐ All of the Above	(Elementary)	School)	

of Event Staff*:

of Event Volunteers*:

*Note: Town staff will not be available for events.

Event Date and Time

Start Date:

End Date:

Start Time:

End Time:

☐ I will provide the Town with a certificate of insurance naming "**The Corporation of the Town of Penetanguishene**" as an additional insured, a minimum of 7 days before the event.

The Town will require a minimum of \$2 Million General Liability Insurance, but more coverage may be required depending on the nature of the event. Special Events with liquor licensed areas, midways, fireworks and other high-risk activities are required to have General Liability Insurance of no less than \$5 million. Staff will confirm the coverage required before the application is approved. The Town reserves the right to request higher amounts and/or require additional coverage based on the activities offered.

☐ I acknowledge that by submitting this application it does not warrant automatic approval of said event. I also acknowledge that the Town also has the right to apply recommendations, restrictions and requirements that must be adhered to in order for the Funding Request to be approved. The Town reserves the right to deny any Funding Requests.

☐ I acknowledge that the Town recommends that all contractors utilized with respect to the proposed event are covered with WSIB, are professionally designated, and are insured for the appropriate level of liability.

☐ I further attest to the truth of the information contained in this application.

Applicant Name (Printed)

Date

Applicant Signature