



Signature Events 2020 Program Qualifications & Responsibilities

Qualifications

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
- Feature events growth in attendance and/or registration.
- Highlight innovative shifts in event programming: in regard to including Cape Breton Island's top travel motivators (*eg. Coastal Sightseeing, Outdoor Adventure, Gaelic Culture, Historic experiences, Culinary experiences, Indigenous culture, and Acadian culture*).

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 2, 2020 (up to date website, print materials, social media, and other marketing materials) for inclusion on VisitCapeBreton.com and novascotia.com.
- Participation in DCBA events promoting signature events (examples: sponsoring artists, providing video and print materials, participation in marketing process)
- Inclusion of the Signature Events logo in marketing efforts and on site at the event

If you have any questions, please contact Lisa Hennessy at lisa@dcba or 902-500-5242.
Thank you in advance for your application