

Application: CCT-Partnership-6949810816

Sandra Quiteria - squiteria@centralcounties.ca
2023/2024 Partnership Opportunities Program

Summary

ID: CCT-Partnership-6949810816

CCT Partnership Application

In Progress - Last edited: Mar 2 2023

Form for "CCT Partnership Application"

BUSINESS INFORMATION

Operating Business Name:

Not-So-Good Brewing

Legal Business Name, if different:

(No response)

Mailing Address:

123 Anywhere Ave

City:

Vaughan

Province:

Ontario

Postal Code:

L5J 1AC

Region:

York

Business Website URL:

This field must be a valid URL in <https://www.YourWebsite.ca> format.

<https://NotSoGoodBrewing.com>

Contact Name:

Sandra Quiteria

Contact Email:

squiteria@centralcounties.ca

Contact Phone Number:

This field must be a 10 digit phone number in ###-###-#### format.

905-940-9999-2

PROJECT SUMMARY

Type of Project:

Festival or Event

Total Project Budget:

\$ 10000

Total Amount Requested from CCT:

\$ 5000

When do you expect your first visitors to be able to attend/see your project?

May 15 2023

How long will your project drive visitors to the region?

1day

How many visitors do you expect to attract through the lifespan of the project?

We hope to get 200 people attend the event.

How are you going to measure the number of visitors?

We will measure based on attendance and beer sales.

What type of activities would our partnership funds be supporting?

Check all that apply.

Responses Selected:

Operations

Marketing/Communications

As partners, what other support services would you look to CCT for?

Responses Selected:

Other: Don't know

Does your community have a tourism plan in place?

Unsure

If yes, does your project support its goals and objectives?

(No response)

Will your project move forward without financial support from CCT?

Yes

If successful, which financial option will you choose?

Click [HERE](#) to review financial options outlined in the Partnership Overview. (Appendix I)

Financial Option 1

PROJECT DETAILS

Please provide a brief project description.

We are going to hold a beer fest in our parking lot on May 14. A couple of live bands and maybe a food truck. We are going to launch our brand new Mother's Day beer – "Don't make me come over there!" – and will be providing samples.

Please list the other organizations/businesses that are actively participating in and benefiting from your project.

Partnering with one or two food trucks and paying the musician. Will put up a sign letting people know the way to downtown for shopping afterwards.

How does/will this project improve tourism readiness and/or have a positive economic impact for your community?

We will bring new and repeat visitors to our brewery and should see an increase in sales that day both for us and any food truck we bring in. It is also a paid gig for the musician we bring in. It will be a good test to see if we could/should do more large events like this.

How are you working with your municipality, BIA or other organization to ensure that visitors to your project spend more time and money in the community?

We tried to reach out to the municipality but don't really know anyone there and not sure how they can help us. We don't have a BIA in our community.

Besides money, what do you want to get from the partnership with CCT?

To help promote our event.

BUDGET

Please list your total project budget.

This total must equal the "Total Project Budget" value noted above and reflects your project budget WITHOUT the funds you are requesting from CCT.

	Expense Description	Expense Amount
1	Table / Chair rentals	500
2	Band Cost	250
3	Branded Mugs x 200	250
4	Stage and Sound Equipment	1000
5	Additional Staff	500
6	Marketing	2500
7		
8		
9		
10		
Total		5000.0

If the chart above is insufficient to include your Project Budget, please upload it through the 'Upload a file' button below instead.

NOTE: Line 1 in the budget grid above is mandatory, so if uploading your budget, you will still be required to complete the first line, at minimum.

Please list the expenses that will be covered by the partnership funds provided by CCT.

This total must equal the "Total Amount Requested from CCT" amount noted above and reflects the expenses that the CCT funds will support.

	Expense Description	Expense Amount
1	Table / Chair rentals	500
2	Band Cost	250
3	Branded Mugs x 200	250
4	Stage and Sound Equipment	1000
5	Additional Staff	500
6	Marketing	2500
7		
8		
9		
10		
Total		5000.0

CCT SUPPORT RECOGNITION

Please list the ways you will recognize CCT as a partner in your project

CCT Logo Usage must be approved by B2B Marketing Manager.

	Type of Recognition	Description of Recognition	Reach	Frequency	Estimated Value
	Mugs	Logo on Mugs	200	1	1000
	Stage Calls	Mentions from Stage	200	4	1000
	Marketing	CCT Logo on Ads	100,000+	3	10,000