

Partnership Program

Are you interested in working with Southwest Ontario Tourism Tourism Corp. (SWOTC)? SWOTC has the opportunity to receive matching funds from Ontario's Ministry of Tourism, Culture and Sport (MTCS) for tourism projects and initiatives that align with our organizational priorities. Industry partners are encouraged to consider partnering with Ontario's Southwest for projects with an overall budget between \$10,000 and \$100,000.

Process:

- Intake begins March 16, 2015
- Industry to consult with SWOTC prior to submission
- Industry complete application to SWOTC
- SWOTC submits re-application on behalf of partners to MTCS
- MTCS to review
- All approved projects/initiatives must be completed by March 31, 2016
- Approved projects/initiatives require that funding from partners be paid to Southwest Ontario Tourism Corporation.

Applicant Role

- Complete and submit application forms and budget

SWOTC Role

- Vet application to ensure application is fully complete
- Ensure that the project/event/activity is on strategy for SWOTC using the Ministry's Evaluation Criteria
- Consult with regional advisor from the MTCS to review and evaluation applications for partnership funding eligibility
- Submit application to MTCS for approval

MTCS Role

- Review application
- Consult with SWOTC on any issues or for clarification
- Approve application as submitted and advise SWOTC



For more information and to view the application requirements, please see the links below.

Application

- [Tourism Partnership Program – Application Form](#)
- [Tourism Partnership Program – Budget Form](#)

NOTE: Please download the files of both forms in order to complete them.

Information

[SWOTC Partnership Program Guidelines](#)

[MTCS Guidelines](#)