

APPLICANT'S GUIDE

Festivals and major events

MRC Pontiac – 2026

Regions and Rurality Fund

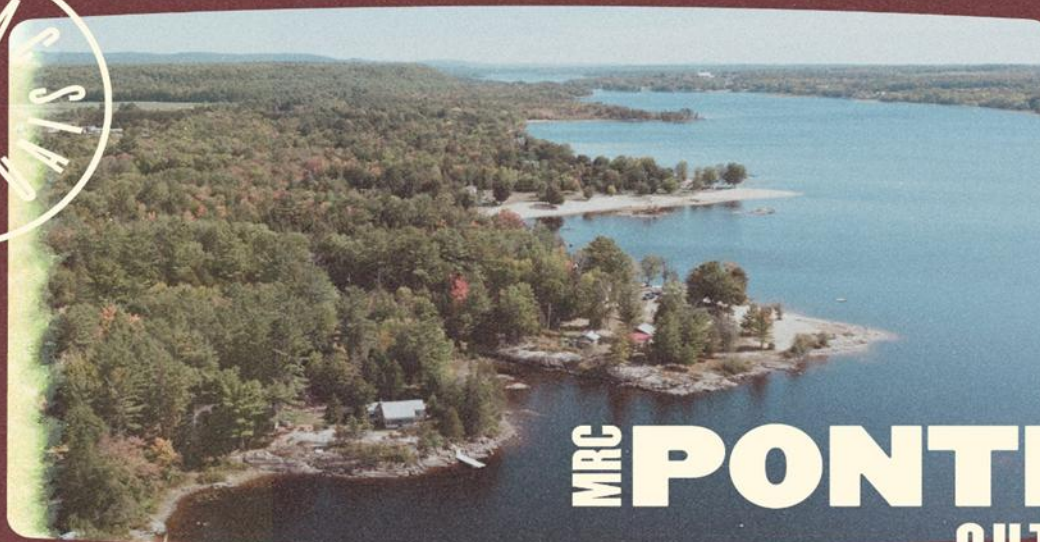
Support policy for festivals and major events

FRR2 – Territorial Development

STRENGTHENING LOCAL GOVERNANCE, PARTNERSHIPS AND THE CULTURAL IDENTITY OF THE TERRITORY

"We imagine a united territory where each community, despite the distance, feels connected and supported. Through collaboration and easy access, we form a diverse, vibrant and inclusive ecosystem where our citizens, municipalities, and businesses help build a prosperous future. »

Framework for Intervention for the Vitality of the Territory, C.M.2026-03-27



MRC PONTIAC
OUTAOUAIS

1. Introduction

The MRC Pontiac launches an annual call for projects to support festivals and major events that contribute to the economic, cultural, tourism and community vitality of the territory.

This call for projects is part of the **Support Policy for Festivals and Major Events (PSFGE)** of the *2025-2028 Intervention Framework for the Vitality of the Territory*.

This guide is intended to assist sponsors in the preparation and filing of their application.

2. Objectives of the call for projects

This call for projects supports festivals and major events that enrich the Pontiac and contribute to its long-term growth by:

- Creating lasting economic benefits for the region;
 - Stimulating cultural and tourism development;
 - Encouraging collaboration and partnership among local stakeholders;
 - Improving quality of life and fostering community participation;
 - Ensuring sustainable and inclusive event practices;
 - Showcasing and promoting the Pontiac's unique identity and strengths.
-

3. Eligibility of Proponents

Eligible applicants are:

- A local Municipality;
- An indigenous community;
- A cooperative;
- A non-profit organization or association;

Each of the eligible recipients must be legally constituted. Its head office must be located in the province of Québec. The beneficiary must also be registered with the Registre des entreprises du Québec (NEQ) and their status must be up to date.



All eligible applicants must reside in Québec and carry out their activities on the territory of the MRC Pontiac.

4. Project Eligibility

Full eligibility details are provided in **Section 6 | Project support modalities**, of the Intervention Framework for the Vitality of the Territory 2025-2028.

4.1 General Criteria

An eligible project must adhere to the following principles:

- Editions of eligible events must be one-time and time-limited; Each edition is considered a separate project and must be the subject of a new funding application for the year in question.
- The MRC cannot be the sole funder of the event;
- The policy of support for festivals and major events cannot be combined with another request for funds available from the MRC Pontiac;
- The proposed event must not be related to any religious, political or morally controversial value or cause;
- Agreements entered into must in no way constitute a commitment for the future or affect, explicitly or implicitly, the conduct of the day-to-day affairs of the MRC;
- The relationship created under an agreement must not allow an employee of the MRC or an elected official to receive goods, services or assets for his or her personal use or gain.

The MRC allocates an annual envelope of **\$40,000** to festivals and major events, subject to the amounts available under the FRR – component 2. The call for projects is launched annually, for events scheduled for the following calendar year.

4.2 Type of event

Eligible events are classified according to their territorial scope and coverage as follows:

A major large-scale and structuring event

Maximum that can be claimed: \$10,000

Must be sanctioned by the federation of the activity concerned, and holder of the rights to the event. This category is for an event or festival with a regional influence

that has existed for at least one (1) year. To be qualified as structuring, an event or festival must have an impact on more than one activity. The program must last at least three (3) days and be organized according to a theme that attracts a significant number of residents from the MRC, regional and even provincial territory. The activity must demonstrate significant benefits. It must demonstrate that it has a minimum of **10,000 people or more**. Proof of traffic is required.

Medium-sized and structuring event in expansion

Maximum that can be claimed: \$5,000

Must be sanctioned by the federation of the activity concerned, and holder of the rights to the event. This category is for an emerging event or festival with a regional reach that has been in existence for at least one (1) year. To be qualified as structuring, an event or festival must have an impact on more than one activity. The program must last at least 2 days and be organized according to a theme. It attracts participants from several regions and promotes the Pontiac's notoriety. It must demonstrate that it has a minimum of **1,000 or more people in attendance**.

Regional Event

Maximum that can be claimed: \$2,000

Must gather a minimum of **500 participants**. This category is intended for an event or festival of local, MRC or regional scope that has been in existence for at least one (1) year. The program of the activity lasts at least one (1) day and is organized according to a theme that attracts a significant number of Pontiac residents, but which contributes to generating a certain amount of tourist traffic in the MRC.

Local event

Maximum that can be claimed: \$1,000

Must reach **between 50 and 100 participants** from more than **one municipality** in the MRC Pontiac territory. These events contribute to the animation of the living environment, community cohesion and the dynamism of rural municipalities. This category is intended for short-term activities that attract a significant number of residents from the local community and the MRC. The event or festival must be recurring in nature and be based on a specific non-generic theme.

Note: These types of funding are not intended for municipal winter carnivals, celebrations of Québec's national holiday (St-Jean-Baptiste) or Canada Day celebrations.

5. Financial Assistance

The funding comes from the **Regions and Ruralty Fund – Component 2 – Territorial Development**.



The **maximum contribution rate** authorized by this fund is set at **90%** of eligible expenses.

However, the eligible government stacks are as follows:

- Projects submitted by NPOs, municipalities, Indigenous communities or cooperatives: 95% of eligible expenses, with the exception of intermunicipal projects that benefit from 100% total;
- Projects submitted by other applicants, such as institutions in the health and education sectors, are eligible only when their project generates benefits that go beyond their usual services and benefit the community as a whole: 90% of eligible expenses
- Eligible and ineligible expenses, detailed on page 18 of the 2025-2028 Intervention Framework for the Vitality of the Territory.
- Financial contribution from the promoter is mandatory.

6. Required Documents

A complete file must include:

- A complete application form with a clear description of the event and the planned budget;
- The applicant's fiscal year financial statements of the previous year;
- For the A **major large-scale and structuring event** category, with a request between \$5,000 and \$10,000, proof of the previous year's participation rate, such as proof of ticket sales, a manual count (ratchet), or any other method deemed reasonable to estimate attendance is **mandatory**.

Any additional document attesting to the economic impacts of the event, such as the number of registered participants, the number of visitors or the number of overnight stays generated in local accommodations, is an asset.

An incomplete application can be rejected.

7. Criteria for the analysis of applications

Applications will be evaluated based on the following criteria:

The amount of funding awarded will depend on the size and impact of the event. Priority will be given to events that demonstrate:

- A high number of participants;
- A strong potential to welcome visitors from outside the Pontiac (provincial, national or international) and to generate economic benefits for the region;
- Enhancing the Pontiac's visibility and reputation beyond the region;
- Concrete steps taken by the promoter to diversify its revenues and promote the self-financing of the event in the years to come.

8. Filing the application

Applications must be submitted by **noon on October 21, 2026** :

By email

developpement@mrcpontiac.qc.ca

Or in person

MRC Pontiac – Economic Development Department
602 Route 301 North,
Campbell's Bay, Quebec

An acknowledgement of receipt of the application will be sent.

9. Obligations of the applicant

The applicant who receives financial assistance must:

- Sign an agreement with the MRC Pontiac;
- Comply with the approved timeline and conditions;
- Provide invoices and proof of expenses required;
- Participate in the required follow-ups, especially those scheduled after 12 and 24 months;
- Publicly acknowledge the support of the MRC Pontiac, through the FRR.

9.1 Visibility Requirements

The proponent must integrate the MRC Pontiacs visibility into its public communications and must, in particular:

- Use official logos provided by the MRC on promotional materials, website, social media and print publications, as appropriate;
 - Obtain prior approval for any use of the MRC's visual elements;
 - Ensure adequate visibility during the event;
 - Offer, when possible, the opportunity for a representative of the MRC to deliver opening remarks;
 - Submit a final report on project implementation and outcomes.
-

10. Support and accompaniment

The Economic Development Department is available to:

- Validate the eligibility of your project;
- Guide you in the preparation and completion of your application;
- Support you in the financial package.

Contact

developpement@mrcpontiac.qc.ca

819-648-5689

The MRC reserves the right to request additional information.

To avoid any ambiguity in the interpretation of this document and the *2025-2028 Intervention Framework for the Vitality of the Territory*, please refer to the MRC Pontiac's Economic Development Department for any clarification or additional information.

