# **“Spark” Program Application**

IMPORTANT: A full application will be considered only when both the document (1,000 word maximum, excluding all application questions and instructions text) and video (1 minute maximum) are received. **Incomplete applications or applications that are above the maximum word/time limits will not be reviewed.**

Please email your full application document and video file/link to [apply@tourisminnovation.ca](mailto:apply@tourisminnovation.ca) with subject line “2SLGBTQ+”.

**1. 2SLGBTQ+ Self-Identification**

**Individual applicant 2SLGBTQ+ self-identification (choose all that apply):**

Two Spirit (2S)

Lesbian

Gay

Bisexual

Transgender

Queer/Questioning

Other 2SLGBTQ+ self-identification:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other marginalized group self-identification (eg. Black, Indigenous, People of Colour, People with Disabilities etc): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**OR  
  
2SLGBTQ+ small business (up to 10 full time year-round employees):**

Yes, my small business is 51%+ 2SLGBTQ+ owned & operated

No, my small business is not 51%+ 2SLGBTQ+ owned & operated (not eligible)

**OR**

**2SLGBTQ+ non-profit organizations and community groups (up to 10 full time year-round employees):**

Yes, our organization/group primarily serves the 2SLGBTQ+ community

No, our organization/group does not primarily serve the 2SLGBTQ+ community (not eligible)

**2. Contact information**

Name: Click here to enter text.

Phone number: Click here to enter text.

Email: Click here to enter text.

Business/organization name: Click here to enter text.

Website: Click here to enter text.

**3. Tell us about yourself, your small business or non-profit organization.**

Click here to enter text.

**4. What’s your new tourism idea for Southern Ontario?**

Click here to enter text.

**5. How is your idea innovative or unique?**

Click here to enter text.

**6. What stage are you at with your idea?**

Click here to enter text.

**7. Who are your target market(s) and/or partner(s)?**

Click here to enter text.

**8. How would you utilize the mentorship, program support and resources if selected?**

Click here to enter text.

**9. What are your hoped-for outcomes and impacts?**

Click here to enter text.

**10. How does your tourism idea support diversity, equity and inclusion?**

Click here to enter text.

**Intro Video**  
In addition to the application document, please include a file or link to a short (1 minute maximum) unedited, unproduced video introducing yourself, your small business, or non-profit organization, and your new tourism idea. For example, use your smartphone to take the video, and then upload it to a file sharing service (eg. Wetransfer.com Dropbox, Google) or a publicly accessible video sharing website such as YouTube (if you don’t want other people to find it, mark it as unlisted) and include the file or link in your email with your application document.

**Your Application and Personal Information**

By submitting an application you agree that all of the information contained in your application is complete and accurate. You also consent that the Tourism Innovation Lab and partners may collect the personal information contained herein within the application review process and for future program related communications. Your application will be kept confidential during the review period. All review jury and judge panel decisions are final and cannot be appealed.