# **“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 “Middlesex County”.

**1. Contact information**

Name:

Phone number:

Email:

Business/organization name:

Website:

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

**3. What’s your new tourism idea for Middlesex County?**

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

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

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

**7. How would you utilize the mentorship and grant funds if selected?**

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

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.