

# **GROWING RURAL TOURISM**

**IGNITE THE CHANGE**

## **Entrepreneurship Challenge**

### **1st PRIZE**

**\$10,000**

FREE CONFERENCE REGISTRATION FOR 2018  
+ \$3,500 TOWARDS MENTORING FROM INDUSTRY EXPERT

### **2nd PRIZE**

**\$6000**

FREE CONFERENCE REGISTRATION FOR 2018  
+ \$2,500 MENTORING FROM INDUSTRY EXPERT JUDGES

### **3rd PRIZE**

**\$4000**

FREE CONFERENCE REGISTRATION FOR 2018  
+\$1500 MENTORING FROM INDUSTRY EXPERT JUDGES

#### **PRIZES CAN BE USED FOR:**

- **PRODUCT DEVELOPMENT SERVICES**
- **MARKETING MATERIALS OR EXPENSES**
- **MARKET RESEARCH**
- **HUMAN RESOURCES DIRECTLY RELATED TO THE NEW PRODUCT OR EXPERIENCE**
- **RELEVANT TRAINING**

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### RULES AND ELIGIBILITY

- One entry is allowed per person or business in the challenge.
- Competitors must be residents of Alberta.
- The competition is not open to non-profit organizations or consortia.
- Previous applicants may apply.
- Previous winners may only apply after two years and must submit a new product or experience. Ongoing projects are not eligible.
- The product or experience must be new or innovative (as determined by the organizing committee).
- To be considered as a competitor, you must fill out an application and submit it with a business plan, and the \$50 non-refundable application fee.
- The organizing committee and their family members are not eligible to compete in the challenge.
- The challenge committee reserves the right to extend the deadline for applications to the competition.
- The competition committee reserves the right to refuse any application that it deems, in its sole discretion, as being ineligible.
- The prize money must be used within one year of the date of the challenge or the award will be forfeited.
- Winners will be required to submit a financial report once the money has been used.
- The business plan submitted with each entry will only be accepted in a typewritten format. Business plans that are hand written will not be accepted.
- All information provided by competitors within the application form must be accurate. Any false or misleading information may cause competitors to be disqualified or to forfeit any prizes awarded.



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## **GROWING RURAL TOURISM ENTREPRENEURSHIP CHALLENGE**

### **APPLICATION:**

***PLEASE ANSWER ALL THE QUESTIONS COMPLETELY TO THE BEST OF YOUR ABILITY.  
YOUR RESPONSES WILL ALLOW THE ENTREPRENEURSHIP CHALLENGE COMMITTEE  
AND JUDGES TO ASSESS THE FULL POTENTIAL OF YOUR PRODUCT.***

**Company Name:**

**Name of Contact:**

**Address:**

**Phone:**

**Cell Phone:**

**Fax:**

**Email:**

**Website:**

**Describe your proposed new product in 250 words:**

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### **APPLICATION:**

**Name of product:**

**Describe your existing business:**

**Describe your target market:**

**Describe the geographic regions that would find your product appealing:**

**Define the demographic (ex. age, gender, income, education, household composition) and psychographic market (en-corporate.canada.travel/resources-industry/explorer-quotient) that would find your product appealing:**

**Explain how your product is unique:**

**Which of the following steps have you taken to develop your new product:**

- MARKET RESEARCH
- MARKETING PLAN
- PRICING STRUCTURE
- OPERATIONS PLAN
- PROJECT SCHEDULE
- FINANCIAL PLAN
- RISK ASSESSMENT
- HUMAN RESOURCES PLAN

Business development specialists are available, free of cost, to provide support and help you with your business planning. Find a business specialist near you at [cfna.albertacf.com](http://cfna.albertacf.com)

**Please provide a broad development/operational budget for your new product:**

**If you are successful with securing funding from the challenge, describe how you will use the funds?**

*Personal information provided in this form is collected in accordance with Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP) and is protected by the privacy provisions of that Act. Camrose Regional Exhibition collects, uses and discloses personal information in accordance with Part 2 of FOIP. Should you require further information about the collection, use and disclosure of personal information, please contact 1-800-296-8112.*

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### Requirements for Growing Rural Tourism Entrepreneurship Challenge:

#### **CONTEST FORMAT**

**If you are one of the 6 finalists, you will present your new product or experience to a panel of expert judges and receive their feedback.**

- You will be given 30 minutes to present your business plan and receive feedback.
- You will be provided with a counter top presentation space for displaying any items required.
- The winners of the challenge will be announced at the reception the following night, Tuesday, February 14, 2017.
- The winners will have one year from the date of the competition to develop their product or experience.
- Winners will be required to provide financial reporting to the organizing committee once the money has been spent.
- Winners will be required to present their results at the Growing Rural Tourism Conference in 2018.

#### **APPLICATIONS FOR THE CHALLENGE ARE DUE BY: Monday, January 16, 2017.**

A complete business plan, showing how you will develop and market your product, a completed application form and the \$50 non-refundable application fee can be mailed to:

Camrose Regional Exhibition, c/o Chuck Erman  
4250 Exhibition Drive, Camrose, AB T4V 4Z8

Cheques can be made out to: Camrose Regional Exhibition

Although all applications and business plans will be reviewed and considered for the challenge, only **6 applications** will be chosen to present to the judges live. The finalists will be chosen based on the information in the applications and business plans provided.

**FINALISTS WILL BE NOTIFIED BY MONDAY January 30, 2017.**  
**The challenge will take place Monday, February 13, 2017 at the  
Growing Rural Tourism Conference located at Camrose Regional Exhibition.**