



Regional Sport and Tourism Events Program (RSTEP) 2026

The Regional Sport and Tourism Events Program (RSTEP) provides supplemental funding to support the marketing and promotion of eligible multi-day fairs, festivals, and events in Western New Brunswick. Administered by the Western New Brunswick Service Commission (WNBSC), the program aims to strengthen the region's reputation as a destination for events that attract visitors from outside the Western New Brunswick region.

Program Overview

RSTEP offers funding of up to **10% of an event's total budget**, to a **maximum of \$3,000 per event**, to support **regional tourism marketing activities only**. Funding cannot be used for event operational costs.

Note: Events must have a **minimum total budget of \$20,000** to be eligible.

Program Objectives

The program supports events that:

- Increase tourism visitation from outside the region and province
- Generate economic benefits by showcasing regional tourism assets and extending visitor stays
- Enhance West NB's reputation as an events destination and support a year-round calendar of events
- Contribute to community resilience through economic growth, job creation, and positive community impacts
- Align with the Regional Marketing Strategy (2024) and broader tourism priorities

Eligible Events

Funding will be considered for events that:

- Are **multi-day**, public-facing sporting, arts, cultural, or live music events
- Demonstrate financial viability and management capacity
- Focus marketing efforts on attracting visitors from outside the local area
- Can estimate economic impact, including overnight visitation and length of stay
- Are positioned to maximize community benefit, particularly outside peak seasons

Examples of eligible events include:

- Large scale sporting events and festivals (e.g., spectator sports, races, competitions, exhibitions)
- Arts and cultural festivals (e.g., multicultural, performance, art, or film festivals)
- Live music festivals

Ineligible Events

The following are not eligible for funding:

- Primarily commercial, retail, religious, political, or academic events (e.g., conferences, trade shows, seminars, award ceremonies, vendor markets)
- Seasonal or recurring attractions, exhibitions, leagues, or regular programming
- Community, municipal or holiday events primarily targeting local West NB residents
- Fully virtual events
- Event venues

Mandatory Eligibility Criteria

To qualify for RSTEP funding, an event must:

- Take place within the Western NB region
- Be a multi-day, tourism or sport tourism-focused event attracting overnight visitors
- Be financially viable and insured (events in the bid phase are not eligible)
- Have a total event budget of \$20,000 or more
- Be able to apply the full RSTEP contribution to eligible marketing activities (event swag and clothing are not eligible expenses)

Application Process

- Funding is limited and awarded through a competitive process.
- Municipalities are not eligible to apply.
- Each event requires a separate application; organizations may submit multiple applications for different events.
- Approved applications may receive less than the requested amount.
- Funding is available starting **January 1** each year and is allocated on a **first-come, first-served basis** until funds are exhausted or **October 31**, whichever occurs first. Any remaining funds as of November 1 may be granted to organizations for events in the upcoming fiscal year.

Required Documentation

Applications must include:

- A list of organizing committee members
- A detailed event budget (Excel format), including revenues, expenses, funding sources, and total operating costs
- A detailed budget of how the funds will be used
- A scanned copy of a cancelled or void cheque from the organization. Payments will not be made to personal accounts.

Reporting Requirements

Following the event, recipients must submit a report outlining:

- Use of grant funds for approved marketing activities (media promotions, professional photography, etc.)
Invoices for marketing and promotional expenses must be included.
- Community impact and/or testimonials
- Event attendance, including participant and visitor origin
- Estimated hotel room nights generated
- Number of volunteers engaged and jobs created
- Marketing reach and impact achieved through RSTEP funding
- **Failure to submit a report will result in ineligibility of the organization to receive future funding from the Western New Brunswick Service Commission**

Organizations must be willing to share their paid professional photography assets with West NB Tourism to aid in the promotion of their event on the West NB Tourism website and for further media promotions. Please contact andrea.callahan@westnb.ca if you have any questions.

Final decisions will be at the discretion of the Board of Directors of the Western New Brunswick Service Commission.