| IMPORTANT! PLEASE READ BEFORE APPLYING **The Northern Ontario Exports Program is now accepting its last intake of projects. As our funding is limited, applications will be processed in the order they are received. Only complete applications from eligible companies will be processed. As demand is likely to exceed available funding, not all eligible complete applications will be approved.**  To increase your project’s chance of being processed and approved, it is extremely important that you address the following points.  **Submit prior to September 29, 2023.**  Your fully complete application for eligible activities must be received before September 29, 2023. As complete eligible applications will be processed in the order received, it is advantageous to apply as early as possible.  For CEDT projects, a complete application is a completed Step 1 and Step 2 application. For clarity, a CEDT Step 1 application must be submitted for our review. If invited to proceed to Step 2, this complete Step 2 application must be submitted by September 29.  **Answer every question and provide all requested details.**  For an application to be deemed complete, every question in the application must be answered with a detailed description/explanation. For example, it is essential that your Project Details section clearly state who within your organization will participate, how, what external services will be engaged, and what the project’s intended impact is.  IMPORTANT! We require as much detail as possible in the Detailed Project Activities and Costs table. Please refer to the program guidelines for clarity on eligible EMA and CEDT activities.  CEDT applications must include all required supporting material as outlined in the application.  **Your company must meet our eligibility criteria.**  To be considered for support, your company must meet the following requirements:   * Based in Northern Ontario. * Minimum of $100,000 in annual revenue. * Incorporated legal entity for a minimum of 2 years. * Employ fewer than 500 full-time equivalent employees. * Have an export-ready product or service.   If you are a returning applicant, you are only eligible for more support if you have received less than $21,000 in CEDT funding and less than $30,000 in EMA funding. You may not apply for a new project in any stream in which you have an active project. Additionally, the proposed activities must be new initiatives targeting specific markets outside of Ontario.  We thank you for your interest in the Northern Ontario Exports Program! |
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Northern Ontario exports program  
export marketing assistance

Thank you for applying to the Northern Ontario Exports Program! Please note that all sections of this application must be completed, and only complete submissions can be accepted for final review. When your application is complete, please save it as a Microsoft Word document (not PDF) and forward it to our attention using the contacts provided below.

If you have any questions regarding your project’s eligibility or any part of this application, please don’t hesitate to contact us.

|  |  |
| --- | --- |
| **Jenni Myllynen, Program Manager**  **jenni.myllynen@greatersudbury.ca**  **705-674-4455 x4428** | **Nicolas Mora, Technical Coordinator**  **nicolas.mora@greatersudbury.ca**  **705-674-4455 x1448** |

Applicant Overview

| CONTACT INFORMATION | | | | | |
| --- | --- | --- | --- | --- | --- |
| **Registered Business Name** | | Click or tap here to enter text. | | | |
| **Operating Business Name** | | Click or tap here to enter text. | | | |
| **HST Number** | | Click or tap here to enter text. | | | |
| **Address** | Click or tap here to enter text. | | **P.O. Box** | | Click or tap here to enter text. |
| **City** | Click or tap here to enter text. | | **Postal Code** | | Click or tap here to enter text. |
| **Telephone** | Click or tap here to enter text. | | | | |
| **Website** | Click or tap here to enter text. | | | | |
| CONTACT FOR THIS APPLICATION | | | | | |
| **Name** | Click or tap here to enter text. | | **Title** | Click or tap here to enter text. | |
| **Email** | Click or tap here to enter text. | | **Phone** | Click or tap here to enter text. | |
| CONTACT WITH SIGNING AUTHORITY | | | | | |
| **Name** | Click or tap here to enter text. | | **Title** | Click or tap here to enter text. | |
| **Email** | Click or tap here to enter text. | | **Phone** | Click or tap here to enter text. | |

| APPLICANT DETAILS | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of Entity** | Incorporated Company | | | Association | | | Not for Profit | |
| **Year of Incorporation** | | Click or tap here to enter text. | | **Is the business in compliance with all laws and regulations?** | | | Yes  No | |
| **Total Number of Employees in Northern Ontario** | | Click or tap here to enter text. | **How have your employee numbers changed over the past 3 years?** | | | Click or tap here to enter text. | | |
| **Describe the scope and location of your operations in Northern Ontario** | | | Click or tap here to enter text. | | | | | |
| **Describe the scope and location of your operations outside of Northern Ontario** | | | Click or tap here to enter text. | | | | | |
| **Total Annual Revenue** | $0 - $200k  $200k - $500k  $500k - $1M  $1M - $2M | | $2M - $5M  $5M - $10M  $10M - $20M  $20M+ | | **Percent of Annual Revenue from Exports (sales outside of Ontario)** | | | Click or tap here to enter text. |
| **Please specify projected annual sales and timeline if below $500,000** | Click or tap here to enter text. | |  | | | | | |

| PROGRAM HISTORY | |
| --- | --- |
| **How did you hear about the Northern Ontario Exports Program?** | |
| Click or tap here to enter text. | |
| **Has your organization previously received support from the Northern Ontario Exports Program?** | Yes  No |
| **If yes, list the project/s previously undertaken.** | |
| Click or tap here to enter text. | |
| **If yes, what measurable impact did your initiative/s have on your company’s export activities?** | |
| Click or tap here to enter text. | |

| CURRENT BUSINESS and EXPORT SALES | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **What are your products/services? What sector(s) do you sell to?** | | | | | | | | | | | |
| Click or tap here to enter text. | | | | | | | | | | | |
| **Top Three Industry Sectors Served** | | Choose an item. | | | Choose an item. | | | | Mining Exploration, Supply & Services | | |
| **Who are your customers? Please provide a list of your largest customers. How do you reach these customers?** | | | | | | | | | | | |
| Click or tap here to enter text. | | | | | | | | | | | |
| **What are you exporting to outside of Ontario? Who are your customers outside of Ontario? How do you reach customers outside of Ontario?** | | | | | | | | | | | |
| Click or tap here to enter text. | | | | | | | | | | | |
| **For how many years have you been exporting outside of Ontario?** | Click or tap here to enter text. | | | **Do you currently have an export strategy?** | | | Yes  No | **Do you currently have an export marketing plan?** | | | Yes  No |
| **Top Three Export Markets by Revenue** | | | Click or tap here to enter text. | | | Click or tap here to enter text. | | | | Click or tap here to enter text. | |
| **Please indicate any initiatives your company has undertaken to support your export development, including any strategic planning, training, marketing, sales, etc., activities.** | | | | | | | | | | | |
| Click or tap here to enter text. | | | | | | | | | | | |
| **What challenges are you facing in meeting your current export opportunities? What additional funding, resources, advisory services, etc. could you benefit from?** | | | | | | | | | | | |
| Click or tap here to enter text. | | | | | | | | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| OPPORTUNITIES FOR EXPORT GROWTH | | | |
| **Where do you see the opportunity to expand your export sales and/or diversify into new export markets/sectors?** | | | |
| Click or tap here to enter text. | | | |
| **Top Three Potential Export Markets (Geography & Sector)** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| **What would your company have to do differently, or start doing, to go after these opportunities?** | | | |
| Click or tap here to enter text. | | | |

Northern Ontario exports program

EXPORT MARKETING ASSISTANCE

Project Application

| PROJECT DETAILS | | | | |
| --- | --- | --- | --- | --- |
| **Proposed Start Date:** | Click or tap here to enter text. | | **End Date\*:**  \*Note: all project activities must be completed by February 29, 2024 | Click or tap here to enter text. |
| **Provide a detailed description of the in-market initiative to be undertaken. Please explain what activities will be undertaken, who within your organization will participate, how, what external services will be engaged, and what the project’s intended impact is.** | | | | |
| Click or tap here to enter text. | | | | |
| **For not-for-profit organizations only, how does your initiative support private-sector entities in Northern Ontario?** | | | | |
| Click or tap here to enter text. | | | | |
| **What export development-related results is the project designed to achieve? How will you measure and report on your progress and success?**  *For example: At project completion: 5 staff trained on cold-calling prospects; 6 months post: 25 prospective new clients in Mexico were contacted resulting in 14 requests for proposals; 2 years post: revenues increased 25% in Mexico.* | | | | |
| **Timeframe** | | **Measurable Results** | | |
| **At project completion** | | Click or tap here to enter text. | | |
| **6 months post-project** | | Click or tap here to enter text. | | |
| **2 years post-project** | | Click or tap here to enter text. | | |

| PERFORMANCE METRICS Please estimate project impacts on the following metrics. | |
| --- | --- |
| **The estimated dollar value of total new export sales within 1 year of completing the proposed activities.** | Click or tap here to enter text. |
| **The estimated dollar value of total new export sales within 3 years of completing the proposed activities.** | Click or tap here to enter text. |
| **The estimated number of new jobs created in Northern.**  **Ontario because of new export sales.** | Click or tap here to enter text. |
| **The estimated number of jobs maintained in Northern.**  **Ontario because of new export sales.** | Click or tap here to enter text. |
| **The estimated number of products being certified for the**  **target market(s)? (Applicable only if the project includes**  **product certification activities)** | Click or tap here to enter text. |

| DETAILED PROJECT ACTIVITIES AND COSTS Please detail the specific activities that are planned. Please refer to the program guidelines for clarity on eligible activities.   * For events/trade missions, the event name, its confirmed date, and its location must be specified. * Marketing, website, etc. materials must be **new** initiatives that target specific markets outside of Ontario. | | |
| --- | --- | --- |
| **Activity** | **Detailed description** | **Total cost per activity** |
| **Fees to participate in outgoing Trade Missions** |  | Click or tap here to enter text. |
| **Trade show attendance and booth rental costs** |  | Click or tap here to enter text. |
| **Development and building of trade show assets (e.g., booth, display panels)** |  | Click or tap here to enter text. |
| **Trade show-specific marketing materials (e.g., show guide, mail-out)** |  | Click or tap here to enter text. |
| **Market/sector-specific marketing and promotional materials including product brochures, photography, video production, and digital marketing specific to the new export market** |  | Click or tap here to enter text. |
| **Website enhancement/ development and SEO** |  | Click or tap here to enter text. |
| **Translation or in-market interpretation services** |  | Click or tap here to enter text. |
| **Matchmaking services (meeting room costs, third-party preparation of company profiles, and/or pre-arrangement of meetings)** |  | Click or tap here to enter text. |
| **Return economy airfare for a maximum of two people** |  | Click or tap here to enter text. |
| **Accommodations and meals up to $150 per person per day for a maximum of two people** |  | Click or tap here to enter text. |
| **Product testing/ certification to meet foreign standards for new market entry only** |  | Click or tap here to enter text. |
| **In-market ground transportation but no mileage (e.g., taxis, vehicle rental, gas)** |  | Click or tap here to enter text. |
| **Market Research & Market Intelligence** |  | Click or tap here to enter text. |
| **Intellectual Property** |  | Click or tap here to enter text. |
| **TOTAL PROJECT COST** |  | Click or tap here to enter text. |

| FUNDING REQUESTed | |
| --- | --- |
| **Total Project Cost** | Click or tap here to enter text. |
| **Funding Requested from Northern Ontario Exports Program (the lesser of 50% of project value or $10,000)** | Click or tap here to enter text. |

| PARTICIPANT AGREEMENT FORM Please accept this application for Export Marketing Assistance support from the Northern Ontario Exports Program delivered by the City of Greater Sudbury on behalf of ONEDC. With this application, we also agree that the Northern Ontario Exports Program may use our testimonial statement for marketing purposes. | |
| --- | --- |
| **Name** | Click or tap here to enter text. |
| **Title** | Click or tap here to enter text. |
| **Date** | Click or tap here to enter text. |
| **Testimonial** | *Please help us profile your company and attract others to the program! Please provide a quote explaining why you would recommend the Northern Ontario Exports Program to other companies:*  Click or tap here to enter text. |

|  |  |
| --- | --- |
| For Northern Ontario Exports Program Use Only | |
| **Date Final Application Received** | Click or tap to enter a date. |
| **Date Application Approved by Advisory Committee** | Click or tap to enter a date. |
| **File Number** | Click or tap here to enter text. |