

Tourism Advisory Panel – Request for Funding Application (Tourism Event)



Applicant Information	
Organization	Competitive Sport Fishing League (CSFL)/MLF Canada
Contact Name	Andrew Pallotta
Title	Owner
Address	215 Loretta Crescent, Stouffville, ON L4A 1H4
Phone #	416-802-2277
Email	administration@csfl.ca
Event Website	www.csfl.ca
Event Information	
Event Name	1000 Island Cup
Event Dates	September 19 & 20, 2026
Event Organizer Name	Andrew Pallotta
Event Organizer Phone #	416-802-2277
Event Organizer Email	administration@csfl.ca
Funding Amount Requested	\$20,000

Tourism Advisory Panel – Request for Funding Application (Tourism Event) Continued



Please provide a description of event (300 words).

If there is not enough space, please answer the question on a separate page.

The 1000 Islands Cup is a team bass fishing tournament that falls under the MLF Canada Series. Each team consist of two anglers who compete for cash prizes along with a ticket to advance to the MLF Toyota Series Championship for a chance to win additional prizes up to \$250,000 USD!

The Competitive Sport Fishing League is the leading tournament series in Canada, offering diverse events that cater to every level of angler from experienced professionals to amateurs being introduced to the sport. To date the CSFL has successfully operated over 1000 events, released hundreds of thousands of fish and has hosted anglers from across the world throughout its 30 years of operation! Fish care is the CSFL's top priority. Since the conception of the CSFL in 1997, fish care has always been a major component in its series. Today the CSFL utilizes the in water weigh in system developed through Queen's University. The CSFL has released over 500 fish per day with less than 1% mortality rate.

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- Full Schedule of Events
- Detailed Event Budget/Financial Plan
- Please provide 2 letters of support from organizations and partners that support the project.
- The Town of Gananoque reserves the right to ask for copies of receipts validating expense claims.

Tourism Advisory Panel – Request for Funding Application (Tourism Event) Continued



If there is not enough space, please answer the questions below on a separate page.

1. Has this event been hosted before? If yes, when and where?

Yes, the MLF Canada 1000 Islands Cup has run every September for over five years.

2. Who is your target market/audience?

The MLF Canada 1000 Islands Cup attracts anglers from across Ontario to claim the MLF Canada spot to advance to the MLF Toyota Series Championship taking place in November

3. Estimated # of tourists/visitors your event will attract to Gananoque (from 40+km away)

This event is limited to 75 teams made up of two anglers per team, these teams come from various areas across Canada including teams from USA. Often teams bring their families as well which will contribute to additional tourist numbers.

4. How and where will the event be advertised/marketed?

We advertise the event throughout various outlets including print advertisements within multiple outdoor publications including Outdoor Canada Magazine and Ontario Out of Doors, radio advertising, promotions at trade shows across Ontario and social media boosted posts on Facebook and Instagram. In addition we invite local media outlets to come out to the event and write articles surrounding the event, community and anglers.



You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be signed by both the Town of Gananoque and the organization receiving the funding.

June 7, 2026
Date: _____

Owner
Title: _____

Andrew Pallotta
Name: _____

Signature: _____ 

Completed application (with all requested attachments) to be submitted to:

Attention: Tourism Advisory Panel

30 King St. East, Gananoque, ON K7G 1E9

Phone: 613-382-2149 ext. 1125

Email: businesscoordinator@gananoque.ca

APPENDIX 1 - 2026 MLF CANADA 1000 ISLANDS CUP

HOST/ORGANIZER NAME	NAME OF EVENT	EVENT DATE	GRANT FUNDING AMOUNT		
CSFL/MLF CANADA	MLF CANADA 1000 ISLANDS CUP	SEPT. 19 - 20, 2026	\$ 20,000.00		
REVENUE					
NAME	DESCRIPTION	COST	IN-KIND	HST (13%)	TOTAL
Team Participation	Entry Fee	\$ 57,000.00		\$ 7,410.00	\$ 64,410.00
Total Revenue		\$ 57,000.00		\$ 7,410.00	\$ 64,410.00
PRODUCT DEVELOPMENT					
NAME	DESCRIPTION	COST	IN-KIND	HST (13%)	TOTAL
Digital Marketing	Facebook, Instagram, Streamyard Textedly etc.	\$ 2,000.00		\$ 260.00	\$ 2,260.00
Print Marketing	Outdoor Canada, Ontario Out of Doors, Brochures/Pamphlets, Banners etc.	\$ 3,000.00		\$ 390.00	\$ 3,390.00
Trade Shows/Events	Booth Space Rentals, TIBS, Spring Fishing Show, London Boat Show, CanCast etc.	\$ 6,000.00		\$ 780.00	\$ 6,780.00
Development Subtotal		\$ 11,000.00		\$ 1,430.00	\$ 12,430.00
EXPENSES					
NAME	DESCRIPTION	COST	IN-KIND	HST (13%)	TOTAL
Event Prize Payout	90% of Entry Fee	\$ 50,625.00			\$ 50,625.00
MLF USA Advancement	Advancement Prize	\$ 3,000.00		\$ 390.00	\$ 3,390.00
Lodging	Accommodations for Staff & Production Rooms	\$ 2,500.00		\$ 325.00	\$ 2,825.00
Food	Staff & Production Team	\$ 2,000.00		\$ 260.00	\$ 2,260.00
Fuel	Generators, Boats & Trucks	\$ 1,800.00		\$ 234.00	\$ 2,034.00
Event Insurance	Liability Insurance	\$ 1,000.00		\$ 130.00	\$ 1,130.00
Staffing	Event Day Staffing	\$ 6,000.00		\$ 780.00	\$ 6,780.00
Livestreaming	Broadcast Weigh In	\$ 300.00		\$ 39.00	\$ 339.00
Polygraph Test	Polygraph/Travel	\$ 1,000.00		\$ 130.00	\$ 1,130.00
Trophies	Presentation Cheques & Awards	\$ 300.00		\$ 39.00	\$ 339.00
Expenses Subtotal		\$ 68,525.00		\$ 2,327.00	\$ 70,852.00
IN KIND REQUESTS/COMMUNITY GRANTS					
NAME	DESCRIPTION				
Public Space Rental	Granting of Joel Stone Park for the Event				
Parking Space	Granting of parking spaces for special events trailer and staff vehicles				
Dockage	Allocated docking for live release boat (day and overnight) section of waterfront for weigh in show				

MLF Canada 1000 Islands Schedule of Events

Saturday, September 19	
6:00 AM	Teams start launching their boats at the designated boat launches
6:30 - 6:55 AM	Boats are checked for safety at Tournament Site (Joel Stone Park)
7:00 AM	Boats head out on the water to commence competition
8:00 AM	Set up Tournament Site
3:30 PM - 5:00 PM	Boats make their way to the check in boat area and then proceed to the tournament site for weigh in. Weigh In Show commences at 3:30 pm
5:00 PM - 6:00 PM	Partial tear down of tournament site
Sunday, September 20	
6:00 AM	Teams start launching their boats at the designated boat launches
6:30 - 6:55 AM	Boats are checked for safety at Tournament Site (Joel Stone Park)
7:00 AM	Boats head out on the water to commence competition
8:00 AM	Set up Tournament Site
3:30 PM - 5:00 PM	Boats make their way to the check in boat area and then proceed to the tournament site for weigh in. Weigh In Show commences at 3:30 pm
5:00 PM - 6:00 PM	Tear down of tournament site

June 15, 2026

To the Tourism Advisory Program committee,

I am writing on behalf of the Thousand Islands Accommodation Partners (TIAP), the Destination Marketing Partner (DMP) for the 1000 Islands region. We are writing in support of the activities and promotion of the Town of Gananoque's request for funding for several important events.

The Tourism department of the Town of Gananoque both supports and delivers important events throughout the year in the Town. TIAP does and will support these events with marketing dollars and we encourage the TAP committee to assist with funding for the actual events including:

August 9th - Kids, Cops & Canadian Tire Fishing Days fifth annual event drawing families from Quebec, Ottawa, New York State as well as Kingston Brockville and Cornwall;

August 22nd – The special waterfront concert of the summer with the feature band, ODDS. This concert could prove to be the largest in a decade and requires extra funding for the more sophisticated set up;

September 19th and 20th – CSFL Bass Fishing tournament is on the MLF Canada Series which brings in all the fisherpeople and also a massive promotional component on television and online. This is excellent promotion for the region as a fishing hub in Ontario;

Fall 2026 – The BIA is critical in keeping our downtown vibrant and inviting. Ther events are proving to be very successful with attendees and lots of online outreach.

The Thousand Island Accommodation Partners are proud to support everything that the Tourism department of the Town of Gananoque does especially because their events include high and shoulder season events that create a vibrant and exciting vibe for our region. Our organization has also committed to providing financial support for marketing for their events.

Thank you for recognizing and assisting in the financial support these events require to continue the good work that helps drive tourism and our economy.

Sincerely,

K Christensen

Executive Director

1000 Islands Accommodation Partners



June 8, 2026

International Food Festival

Dear members of TAP,

I am pleased to provide this letter of support for the Competitive Sport Fishing League (CSFL) and the 1000 Islands Cup, part of the prestigious MLF Canada Series.

The 1000 Islands region is internationally recognized for its exceptional recreational fishing opportunities, and events such as the 1000 Islands Cup play a significant role in showcasing our destination to anglers from across Canada and around the world. By attracting competitive anglers, their families, support teams, and spectators to the region, the tournament generates valuable economic activity for local accommodations, restaurants, retailers, marinas, and tourism operators.

As one of Canada's premier competitive fishing organizations, the Competitive Sport Fishing League has established an impressive reputation over the past three decades. Having successfully operated more than 1,000 tournaments and events, the CSFL has demonstrated exceptional organizational capacity while creating opportunities for anglers of all skill levels to participate in competitive sport fishing. The 1000 Islands Cup's connection to the MLF Canada Series and advancement opportunities to the MLF Toyota Series Championship further elevates the profile of both the event and our community on a national and international stage.

The tournament also aligns closely with the values of sustainable tourism and environmental stewardship that are important to our region. The CSFL's longstanding commitment to fish care and conservation is particularly commendable. Through the implementation of innovative fish-handling practices, including the in-water weigh-in system developed in partnership with Queen's University, the organization has established itself as a leader in responsible tournament fishing. The ability to release hundreds of fish daily while maintaining a mortality rate of less than one percent demonstrates a strong commitment to protecting the aquatic resources that make the Thousand Islands such a renowned fishing destination.

Beyond the direct economic benefits, the 1000 Islands Cup helps strengthen Gananoque and the Thousand Islands' reputation as a premier outdoor recreation destination. Events of this caliber contribute to destination marketing efforts, generate positive media exposure, and encourage repeat visitation from anglers and outdoor enthusiasts who may return to experience the region's many tourism offerings.

I strongly support the Competitive Sport Fishing League and the 1000 Islands Cup and believe

this event delivers significant tourism, economic, recreational, and environmental benefits to our community and region.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Baril".

Jennifer Baril
Tourism & Event Development Coordinator
Town of Gananoque