**Destination BC Co-operative Marketing Partnerships Program**

**Application 2021/22**

*Please fill in the form as it is provided below; do not alter or change the form. Please do not include graphs, visuals or links in your responses; you may add these as an Appendix for further background. All relevant information related to your responses should be included in the application below. Information included in an Appendix will not be evaluated or scored.*

***Applications are due by 4:30 pm PST on November 30****. Incomplete or late proposals will not be considered. All funding received for successful applications must be spent by the end of the contracted term.*

*Please submit the application in* ***one*** *Microsoft Word document,* ***not as a PDF****. Applications must be sent by email to* *coop@destinationbc.ca* *as a single attachment.*

*All italicized text may be deleted prior to application submission.*

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| **Contact Information** |
|  **Applicants:** | *Identify all partners in the Community Consortium, Sector Organization, or Paired Community.* |
| **Representatives:** | *List the name/s, organization and contact information for all partner Applicants.*  |
| **Legal name and address of the Lead Organization:** | *Identify the Legal Entity which will be assuming financial and reporting responsibility for the Applicants. Ensure that the legal name and registered address are correct and match banking information; contracts will be drawn up with the information provided here.* |
| **Registered Society Number** **(if applicable)** |  |
| **Authorized Authority:** | *Identify the Representative who will act as the primary contact for the Application.* |
| **Mailing Address:** |  |
| **Telephone:** |  | **Email:** |  |
| **Contact Person (for Ongoing Communication):** **(if different from above)** |  |
| **Telephone:** |  | **Email:** |  |
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| **Application Proposal** |
| **Lead Organization** | *Identify the Legal Entity which will be assuming financial and reporting responsibility for the Applicants.*  |
| **Name of Initiative** | *Provide the name of the initiative, if applicable.* |
| **Project Description**  | *Describe the project, including its purpose and geographical area or sector activity or experience being promoted.* |
| **Situation Analysis** | *Provide a high-level situation analysis that describes the marketplace and defines the opportunity for your project in terms of this Co-operative Marketing Partnerships Program. Your situation analysis should include the following types of information:** *Estimated size of this market, market potential, capacity and major trends in your sector and product category.*
* *Overnight visitation and revenue history over the past three to five years.*
* *Identify any relevant collaborative projects or Consortiums undertaken by partner applicants in the past three to five years.*
* *Identification of competitors and their strengths and weaknesses.*
* *A discussion of the buying habits and attitudes of consumers toward your products/services.*
* *Market development initiatives previously undertaken and currently used to develop identified markets.*
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| **Objective(s)**  | *List the objectives of your project. Explain carefully and clearly how the proposed project objectives complement and/or support the program goals outlined in* [*Section 2*](#_Program_Goals) |
| **Strategies** | *Provide an overview of your marketing strategies for the proposed project:** *Describe the general approach you plan to use to achieve the stated objectives.*
* *Outline the basic positioning of your product(s), including how you plan on differentiating them from competitive products/destinations.*
* *Explain how your proposal’s strategies are consistent with Destination BC’s marketing strategies and contribute to overall provincial* [*strategic priorities*](http://www.destinationbc.ca/getattachment/About-Us/Corporate-Documents/DBC-Corporate-Strategy-2017_Final.pdf.aspx)*.*
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| **Markets/Segments**  | *List the* [*geographic markets*](https://www.destinationbc.ca/Marketing/Our-Markets.aspx) *and describe the consumer segments that will be targeted in this initiative.**This program is intended to support new or expanded research-based marketing activities in BC, Alberta and Washington. Proposals targeting other markets will need to provide the appropriate business rationale.* *Please include your focus of effort (%) by market and/or segment, and by season.* |
| **Provincial Destination** **Brand Alignment** | *Identify how your project(s) aligns with the provincial destination brand and marketing efforts, as well as how your project reinforces and strengthens the destination brand.* *Please self-identify your consortium or sector’s current brand tier and, if appropriate, your target brand tier.** *Tier 1, highly aligned: brand-aligned messaging, the use of the logo tile, and the use of at least two other brand elements (colours, photography style, font).*
* *Tier 2, medium alignment: use of the logo tile, as well as one other brand element (please name the element).*
* *Tier 3, least aligned: logo tile uses only.Note: to use the logo tile or font, you must sign a license agreement each year.*

*Please consider the following in your application:** *What stories can be told about the people that have been shaped by nature?*
* *In the* [*Brand Guidelines*](https://www.destinationbc.ca/learning-centre/bcs-destination-brand/) *we talk about the concept of Cultured/Raw, where nature and culture meet. Are there any examples of when nature and culture (Cultured/Raw) come to life in your consortium or sector?*
* *How will you incorporate the brand attributes into your content marketing?*
* *What local groups can be featured to bring out the concept of Wild at Heart?*

*More on the BC Destination Brand, including creative guidelines and industry tools in the Destination BC Learning Centre:* [*https://www.destinationbc.ca/learning-centre/category/brand-resources/*](https://www.destinationbc.ca/learning-centre/category/brand-resources/) |
| **Tactics** | *Please indicate with an 🗸 each tactic you will undertake with the Co-op Marketing Program.* *To properly evaluate your application, each tactic checked off below must contain:* * *Short description of the tactic and the expected output*
* *Purpose of the tactic*
* *Budget*
* *Call to Action (Example: URL, Hashtag)*
* *Timing (anticipated start and end months or seasons)*
* *Applicable market(s) (or All)*
* *Metrics to be tracked (see Appendix 5 of Program Guidelines)*
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|   | **Tactic** | **Description** |
|  | Paid Advertising |
| 🞏 | Digital Readiness |  |
| 🞏 | Stakeholder Subsidy for Buy-In Campaign |  |
| 🞏 | Print (Newspaper/Magazine) |   |
| 🞏 | Radio |   |
| 🞏 | Television |   |
|   | Digital Advertising |   |
| 🞏 | Email Marketing |   |
| 🞏 | Paid Search /Search Engine Marketing |   |
| 🞏 | Paid Social Media |   |
| 🞏 | Display (image and video) |   |
| 🞏 | Native Advertising |   |
| 🞏 | Social Media |  *Include social media handles* |
|   | Print/Online Collateral |
| 🞏 | Brochures |   |
| 🞏 | Rack Cards |   |
| 🞏 | Flat Sheets |   |
| 🞏 | Guides  |   |
| 🞏 | Maps |   |
|  | Consumer Focused Asset Development |
| 🞏 | Written Content |   |
| 🞏 | Photography |   |
| 🞏 | Video |   |
| 🞏 | Consortium Microsite or Landing page |  *Include URL for website* |
|  | Other |
| 🞏 | Market Research |   |
| 🞏 | Consumer Shows |   |
| 🞏 | Travel Media Relations |   |
| 🞏 | Other |   |

*The tactic must be completed, and all funds must be spent by the end of the contracted term.* |
| **Partnership Model** | *Briefly describe the membership or stakeholder model of* ***each*** *Partner Applicant. How does your project ensure all relevant tourism stakeholders can participate in the project?**List all social media handles and websites for each Partner applicant, if applicable.* |
| **Budget Summary and Funding Request** | *Provide a detailed budget that includes the estimated costs of each tactic, the amount for each tactic being contributed by the applicant, the amount of financial assistance for each tactic being requested by Destination BC and the total budget amount.* *Identify any assumptions used to develop the budget.*

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| **Marketing Tactic** | **Applicant $** | **DBC $** | **Total Budget** |
| Tactic 1 |  |  |  |
| Tactic 2 |  |  |  |
| Tactic 3 *(add more tactics as required)* |  |  |  |
| **Subtotal** |  |  |  |
| Marketing Coordination\* |  |  |  |
| **Total** |  |  |  |

**\*** *See Section 4.3 of the Co-op Program Guidelines for details* |
| **Funding Sources** | *List the organizations that have committed funds to this project and specify the financial contribution from each organization.* ***For 2021/22 matched funding is not required by the applicant. Please indicate committed funds only where partners are able to.*** *Where another provincial, federal government agency or trust has been approached, please provide the name of the agency, the program and the amount of financial assistance received or requested. If the financial assistance has not yet been confirmed, please indicate the funding as “pending”.*

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| *Lead Organization Name* | $ |
| *Partner Applicant A, Organization Name* | $ |
| *Partner Applicant B, Organization Name* | $ |
| *Partner Applicant C, Organization Name (add more rows if needed)* | $ |
| *Private Sector*  | $ |
| **Total** | $ |

Funding request to Destination BC: $\_\_\_\_\_\_\_\_\_\_ |
| **Evaluation** | *Describe how you will determine whether the project objectives (outlined earlier in your application) have been achieved. Provide the following:** *The performance measure(s) you will use for each tactic, including those outlined Appendix 5. You may choose to outline additional performance measures.*
* *The measurement method(s) you will use for each tactic, including those outlined in Appendix 5. You may wish to outline additional measurement methods.*
* *Your performance targets for the project. The industry benchmarks outlined in Appendix 5 are for you to use as a reference only. These measures will provide an opportunity for dialogue throughout your efforts and is not a compliance measure of this program. We have provided these to support you in generating a baseline for your consortium or sector for future comparison.*

*Please see Appendix 5 of Program Guidelines for a list of metrics.*  |