**Destination BC**

**Co-operative Marketing Partnerships Program**

**Funding Application form: 2023/2024**

*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.*

***Application evaluation criteria are listed in the Co-op Marketing Partnerships Program guidelines. Ensure your application sufficiently addresses each criterion.***

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

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

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| **Applicant Information** | | | |
| **Application Type:**  Community consortium (three or more communities working together)  Sector organization (experiential tourism product)  Individual community (requires pre-approval)  Paired communities (requires pre-approval) | | | |
| **Lead organization:**  *Include organization name and mailing address.*  **Legal name and address of lead organization** (if different from above):  *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.* | | | |
| **Partner organizations:**  *Identify all partners in the application, including organization name and mailing address. For Regional Districts, please list the electoral areas participating in the project.* | | | |
| **Representatives**:  *List name, email address and phone number of each organization’s representative.* | | | |
| **Lead organization’s authorized authority:**  *Please list name, email address and phone number. Who is authorized to sign the contract on behalf of the legal entity?* | | | |
| **Primary Contact Person:**  *Please list name and contact information below. Who is the day-to-day contact or project manager, i.e. discuss report submissions, budget updates, etc.* | | | |
| **Secondary Contact Person:**  *Please list name and contact information below if there is an additional project manager or administrator.* | | | |
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| **Application Proposal** |
| **Name of Initiative**  *Provide the name of the initiative.* |
| **Project Description**  *Provide a short summary of the project in approximately 500 words. Consider including the geographic areas or sector activity being promoted, the need period (seasons) and the intended impact of your proposed tactics.* |
| **Situation Analysis**  *Provide a high-level situation analysis that defines the opportunity for your project in terms of this Co-operative Marketing Partnerships Program. Consider including:*   * *Estimated size of this market, market potential, capacity and major trends in your sector and product category.* * *Overnight visitation baseline and growth, if available, as well as revenue history (overnight visitor expenditure baseline and growth, if available).* * *A discussion of the buying habits and attitudes of consumers toward your products/services, e.g. Is there consumer demand? When do consumers travel for your product offering? Is there available capacity at that time of year?* |
| **Markets/Segments**  *List the geographic markets and describe the consumer segments that will be targeted in this initiative. Describe any market development initiatives previously undertaken and currently used to develop identified markets. Please include your focus of effort (%) by market and/or segment, and by season.*  *Note that this program is intended to support new or expanded research-based marketing activities in* ***BC, Alberta and Washington****. Proposals targeting other Canadian or US markets will need to provide the appropriate business rationale, e.g. evidence of consumer demand or visitation from the proposed market. Overseas markets are ineligible.* |
| **Objectives**  *List the objectives of your project and calls to action (CTA). Explain clearly how the proposed project objectives complement and/or support the program goals outlined in the Co-op Marketing Program Guidelines.* |
| **Strategies**  *Provide an overview of your marketing strategies for the proposed project. Consider providing the information below.*   * *Describe the general approach you plan to use to achieve the stated objectives. Consider these questions:*   + *Are need periods effectively supported by your tactics?*   + *Are project objectives supported by an appropriate mix of traditional and digital activities?*   + *Is your Call to Action measurable?* * *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.* *For example, how does your initiative align with the Destination BC’s Path to Purchase (Captivate, Activate, Generate, Advocate)?* * *Explain your project’s current level or future plans for digital readiness, e.g. participation in Destination BC’s website tagging program, existence of a mobile-first website, enabling online booking ability, or ability to refer leads to businesses, etc.* |
| **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 with Destination BC each year.  *Please also consider the following in your application:*   * *What stories can be told about the people that have been shaped by nature?* * *Are there examples of nature and culture in your consortium or sector?* * *How will you incorporate the brand attributes into your content marketing?* * *Explain what assets you will need, how you will use it, and how you will acquire those assets? Do you intend to contribute to the BC Content Hub and adopt a content commonwealth approach?* |

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| **Tactics**  *Please indicate with a 🗸 each tactic you plan to undertake with Co-op Marketing Program funding.*   |  |  | | --- | --- | |  | **Marketing Tactic** | |  | Print (Newspaper/Magazine) | |  | Radio | |  | Television | |  | Email Marketing | |  | Paid Search /Search Engine Marketing | |  | Paid Social Media | |  | Display (image and video) | |  | Native Advertising | |  | Social Media | |  | Inclusive Marketing | |  | Brochures | |  | Rack Cards | |  | Flat Sheets | |  | Guides | |  | Maps | |  | Written Content | |  | Photography | |  | Video | |  | Consortium/Sector Microsite or Landing page | |  | Market Research | |  | Consumer Shows | |  | Travel Media Relations | |  | Digital Readiness | |  | Other | |  | Marketing Coordination |   *For each tactic with a 🗸 above, list and describe each tactic below, including:*   * *A 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, e.g. months or seasons)* * *Applicable market(s) (or All)* * *The performance measure(s) you will use for each tactic, including those outlined Appendix 5 of the Co-op Program Guidelines. You may choose to outline additional performance measures.* |
| **Partnership Model**  *Identify any relevant collaborative projects undertaken by the partner applicants in the past three to five years. Were the projects successful? Was the partnership successful? Did any tourism stakeholders (other than the partner applicants) participate?* |
| **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. Please do not change the format.*   |  |  |  |  | | --- | --- | --- | --- | | **Marketing Tactic** | **Applicant $** | **DBC $** | **Total Budget** | | Print (Newspaper/Magazine) |  |  |  | | Radio |  |  |  | | Television |  |  |  | | Email Marketing |  |  |  | | Paid Search /Search Engine Marketing |  |  |  | | Paid Social Media |  |  |  | | Display (image and video) |  |  |  | | Native Advertising |  |  |  | | Social Media |  |  |  | | Inclusive Marketing |  |  |  | | Brochures |  |  |  | | Rack Cards |  |  |  | | Flat Sheets |  |  |  | | Guides |  |  |  | | Maps |  |  |  | | Written Content |  |  |  | | Photography |  |  |  | | Video |  |  |  | | Consortium/Sector Microsite or Landing page |  |  |  | | Market Research |  |  |  | | Consumer Shows |  |  |  | | Travel Media Relations |  |  |  | | Digital Readiness |  |  |  | | Other |  |  |  | | **Subtotal** |  |  |  | | Marketing Coordination |  |  |  | | **Total** |  |  |  |   Funding request to Destination BC: $\_\_\_\_\_\_\_\_\_\_ |
| **Funding Sources**  *List the organizations that have committed funds to this project and specify the financial contribution from each organization. If the financial assistance has not yet been confirmed, please indicate the funding as “pending” and provide an estimated date that funding will be confirmed.*  *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.*  ***For 2023/24, applicants will be required to match funding provided by Destination BC. (See the Co-op Marketing Program Guidelines for details.)***   |  |  | | --- | --- | | *Lead Organization Name* | $ | | *Partner Applicant A, Organization Name* | $ | | *Partner Applicant B, Organization Name* | $ | | *Partner Applicant C, Organization Name  (add more rows as required)* | $ | | *Private Sector* | $ | | **Total** | $ | |
| **Evaluation**  *Describe how you will determine whether the project objectives have been achieved or if progress has been made in your strategic plan.* |