

Funding Application Form

2024/2025

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 which will not be evaluated or scored. All relevant information related to your responses must be included in the application below.

For explanation of each field, please refer to the [Application Appendix](#).

Applications are due by 11:59 pm PST on Sunday, November 26.

- 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.

Applications must be sent by email to coop@destinationbc.ca as a single attachment.

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

LEGAL NAME AND ADDRESS OF LEAD ORGANIZATION

PARTNER ORGANIZATIONS

COMMUNITY REPRESENTATION

REPRESENTATIVES

LEAD ORGANIZATION'S AUTHORIZED AUTHORITY

PRIMARY CONTACT PERSON (The marketing coordination lead may not be the primary contact on the project application.)

SECONDARY CONTACT PERSON

Application Proposal

NAME OF INITIATIVE OR PROJECT

PROJECT DESCRIPTION (IN 500 WORDS OR LESS)



Project Overview

SITUATION ANALYSIS (IN 250 WORDS OR LESS)

OBJECTIVES

STRATEGIES

MARKETS/SEGMENTS

ALIGNMENT TO THE PROVINCIAL DESTINATION MARKETING STRATEGY

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.

PARTNERSHIP MODEL

TACTICS

Please indicate check each tactic you plan to undertake with Co-op Marketing Program funding

MARKETING TACTIC

| | |
|---|----------------------------------|
| Consortium/Sector Microsite or Landing page | Brochures |
| Digital Readiness | Rack Cards |
| Email Marketing | Flat Sheets |
| Paid Search /Search Engine Marketing | Guides |
| Paid Social Media | Maps |
| Display (image and video) | Written Content |
| Social Media | Market Research/Data Acquisition |
| Radio | Consumer Shows |
| Television | Travel Media Relations |
| Photography | Inclusive Marketing |
| Video | Visitor Education Marketing |
| Native Advertising | Marketing Coordination |
| Print Advertising | |

For each checked tactic 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.

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.

| MARKETING TACTIC | APPLICANT \$ | DBC \$ | TOTAL BUDGET |
|---|--------------|--------|--------------|
| Consortium/Sector Microsite or Landing Page | | | |
| Digital Readiness | | | |
| Email Marketing | | | |
| Paid Search /Search Engine Marketing | | | |
| Paid Social Media | | | |
| Display (image and video) | | | |
| Social Media | | | |
| Radio | | | |
| Television | | | |
| Photography | | | |
| Video | | | |
| Native Advertising | | | |
| Print Advertising | | | |
| Brochures | | | |
| Rack Cards | | | |
| Flat Sheets | | | |
| Guides | | | |
| Maps | | | |
| Written Content | | | |
| Market Research/Data Acquisition | | | |
| Consumer Shows | | | |
| Travel Media Relations | | | |
| Inclusive Marketing | | | |
| Visitor Education Marketing | | | |
| 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.

Applicants are 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 PARTNER APPLICANTS BELOW, 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.

Application Appendix

This guide provides more information about each field and how to complete your application fields. All items are listed in order of the application.

For more information and definitions as well as application procedures, make sure to read all of the current Co-op Guidelines and refer to them while you complete your application.

Applicant Information

APPLICATION TYPE

- Select the appropriate box.

LEAD ORGANIZATION

- Add organization name including full name and 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.

COMMUNITY REPRESENTATION

One of the objectives of the Co-op Program is to invest resources into marketing that supports responsible, short-haul visitation in more seasons, and more areas of the province.

- Please list all communities represented in your application by partners.
- For consortium's, this would include communities in which private sector/businesses financially contributing to the program are located.
- For Sector Associations, this includes the communities in which member businesses that directly benefit or contribute to the Co-op Program are located.

Please do not list communities more than once.

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? The person who will direct contractors, compile report submissions, budget updates etc.
- The marketing coordination lead may not be the primary contact on the project application. Primary contacts must attend all meetings with Destination BC.

SECONDARY CONTACT PERSON

- **You must list a secondary contact person here. Applications will be sent back if this is not completed.**
- Please list name and contact information below if there is an additional project manager or administrator.

Applicant Proposal

NAME OF INITIATIVE OR PROJECT

PROJECT DESCRIPTION

- Provide a short summary of the project in approximately 500 words. Include the geographic areas or sector activity being promoted, the need period (seasons) and the intended impact of your proposed tactics.

Project Overview

SITUATION ANALYSIS

Briefly outline the market opportunity in about 200 words or less.

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?

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.

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.

ALIGNMENT TO THE PROVINCIAL DESTINATION MARKETING STRATEGY

- 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.
- 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?

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?

TACTICS

- Indicate which tactics in the chart that you plan to execute in your application year with a checkmark.
- Then, for each tactic with a checkmark in the chart, list and describe each tactic below, including:
 - o A short description of the tactic and the expected output.
 - o Purpose of the tactic.
 - o Budget.
 - o Call to Action (Example: URL, Hashtag).
 - o Timing (anticipated start and end, e.g., months or seasons).
 - o Applicable market(s) (or All).
 - o 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.

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.

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.

EVALUATION

- Describe how you will determine whether the project objectives have been achieved or if progress has been made in your strategic plan.

TACTICS EXAMPLE

DISPLAY (IMAGE AND VIDEO)

Description: Display advertising on third party sites using static image ads on XX platform

Purpose: To build further awareness of product/ project/itinerary etc.

Budget: \$20,000

Call to Action: Directed to specific consortium website or landing page

Timing:

Spring Campaign (Feb–Mar)

Fall Campaign (Sep–Nov)

Winter Campaign (Dec–Feb)