

Co-operative Advertising Program

Frequently Asked Questions

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Application Deadlines:

When can I apply?

For the Tourism Saskatchewan 2017/2018 fiscal year (April 1st -March 31st) there are currently two intake deadlines, the first is February 15, 2017 and the second is August 31, 2017.

I will be applying for the first intake by February 15, 2017. Does the first intake cover all ads between January 31 and August 31?

You can apply for the entire program year which is April 1, 2017 to March 31, 2018 annually. You can also apply for advertising that will run at any time between those dates.

I noticed the deadline is February 15, 2017 but if I wait awhile before applying do I run the risk the program could be full before then?

All applications are adjudicated at the same time, therefore, no one is at risk of not getting funding due to the application deadline. The program is not a first-come, first-serve program. The funding percentage is determined by the overall funding that is requested versus the available budget, so the funding subsidy can vary. The funding percentage is not set until the adjudication is finalized.

Do I need to re-apply every year?

Yes, if you submitted and were awarded funds based on last year's application, you will need to re-apply to the program.

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My application last year was denied; can I apply again next year?

Yes. We strongly encourage industry partners to reapply. Please contact your Field Representative to ensure your project meets the criteria and that you are requesting funds for eligible costs.

Application Eligibility and Approvals

Who can apply for this program?

Any tourism industry business or organization promoting a tourism attraction, event or experience. Service industry providers (retail outlets, restaurants, etc.) are eligible to participate but must focus on attracting visitors from outside of their local markets through packages. Similarly, hotels are also eligible to participate but must be focused on offering packages or associated with an event that is able to attract visitors from outside of their local markets.

Is there a minimum amount required to participate?

No, but some of the pre-priced components listed on the application do have a minimum buy.

Can an organization who has several locations apply separately for each one or does that organization just apply once for an overall organizational advertising program?

Organizations with more than one location/branch can apply to promote the individual locations; however, the \$10,000 cap will apply to the overall organization.

Will the applications be decided on a first-come first-served basis?

No. Applications are reviewed based on merit, quality of the application, available budget and program uptake.

Completing the Application

Is the Requested Advertising Funding Assistance table for my entire marketing budget or just for the budget for this application?

The table is intended for listing each and every component you are requesting funding assistance for. You can list some components together in this table. For example: You may wish to purchase advertising on more than one radio station. You can either list each station separately on the table, or just total all of the radio and add it as one-line item, as long as the amount in the table matches the amounts you've checked off, or listed, within the rest of the application.

Our organization has multiple events. Can I place more than one event on the same application?

Events that have different business numbers, bank accounts and sponsors can apply as separate applications, and each will have the ability to access the \$10,000 even though the same person/organization is completing the applications and managing the events.

Can I apply separately for more than one event and access \$10,000 for each one?

Events that are managed under the same organization with no separate identity (business number or bank account) will be totalled together when considering the \$10,000 cap.

Can I check off all radio stations outside my city or local area and get a subsidy for advertising on all of them?

Yes, you can apply for any advertising you wish (beyond 40 km of your location) as long as your subsidized amount received does not exceed the \$10,000 cap.

If approved does the subsidy have to be used for all media or just for a select few?

The amount approved for each component will be listed within a Partnership Agreement that must be signed by both parties. Only those components listed on the Requested Advertising Funding Assistance table in the application will be considered for approval and funding.

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On the application, what number do I enter into the total application amount box on the Applicant/Organizational section of the application?

The number applicants are required to enter in the total application amount cell is the total amount of all advertising for which the applicant is requesting. This amount should match the total advertising listed within the Requested Advertising Funding Assistance table on page 4 of the application.

What if I just have a small business and want to get funding for a small ad not listed on the application?

At the end of the application form there is a section for “Other” advertising not listed and pre-priced within the application. This advertising will only be considered if there is adequate information included with the application (see application form for the details on what information is required). Any advertising or promotions that are supported by Tourism Saskatchewan through other funding programs will not be considered as eligible for funding through the Co-operative Advertising Program including display advertising in the annual *Saskatchewan Discovery Guide*.

Why do you want me to align with the Tourism Saskatchewan brand?

If all consumer touch points coming from Saskatchewan share a common thread, we can strengthen the impact of our collective marketing efforts, create a more unified and cohesive look and feel, and build immediate recognition to build a powerful destination brand. Successful applicants will be encouraged to work with Tourism Saskatchewan’s specific brand and creative guidelines to achieve alignment. More information regarding Tourism Saskatchewan’s brand can be found on the [Industry Matters](#) website in the promote your business section.

How can we budget properly when we don’t know what percentage we will get? We only know we can receive \$10,000 maximum from Tourism Saskatchewan. If we are accepted for some of the areas we apply for, can we decline utilizing some of them?

We understand that it may be difficult for some of our applicants to know how much to apply for when the amount of support is unknown. We encourage each applicant to apply for only the advertising they feel will be the most beneficial to meet their promotional needs. Once the adjudication process is completed each applicant will be sent a Partnership Agreement with a complete list and total amount of subsidy approved. If the applicant, at that time, wishes to change their advertising options they still can, but must stay within the total amount approved.

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If any approved applicant from the first intake has not utilized the entire \$10,000 available to them, they can re-apply for additional funding during the next intake. However, the total funding to the organization cannot exceed the \$10,000 cap.

Can an organization that has several branches or locations use the provincial CTV package for general advertising which includes all branches even though the branches are located in the cities where the TV is located?

Larger organizations who have several locations throughout the province can apply, and be approved, for advertising with media where one branch is located. However, the creative message has to reflect a generic promotion of all locations, and not just the local one.

For example, the Western Development Museum(WDM) has branch locations in Saskatoon, North Battleford, Yorkton and Moose Jaw. The WDM can apply for TV advertising on a Saskatoon TV station but the ad must be a generic ad promoting all WDM locations, not just the Saskatoon location.

Can the application be emailed, or, does it have to be printed and mailed, and to whom should I send the application?

You can submit your application by email, fax or mail to any of the Field Representatives listed on the application. Please be sure that the application is signed before submitting.

Payment Process

How does the payment process from Tourism Saskatchewan work?

Successful applicants will have the choice to either:

- Work with Tourism Saskatchewan staff who will coordinate, purchase and pay all invoices associated with the approved advertising components. Once all advertising is completed and documentation is collected and processed by Tourism Saskatchewan, the approved partner will then receive an invoice for their share of the advertising expenses.
- Or, the successful applicant can coordinate the approved advertising (negotiate, order, purchase and pay all invoices) on their own. Once all advertising is completed, the partner will be responsible for submitting all required documentation to Tourism Saskatchewan to be reimbursed for their approved subsidy amount.

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I received funds from the Co-operative Advertising Program in 2016/2017, am I guaranteed the same funds in the next year?

The Co-operative Advertising Program is an application-based program. The program will continue to be a competitive process and future proposals will be evaluated on merit. Therefore, budgets should not be based on the assumption of a specific funding level from Tourism Saskatchewan.

Return on Investment

How do I measure my advertising initiatives?

The partner is responsible for providing advertising objectives and performance measures to establish an understanding of how to measure a project's success.

Access to a comprehensive advertising metrics document is being developed to assist with this task. Once completed it will be posted to the Industry Matters website for reference and download. Please contact your local Tourism Saskatchewan Field Representative if you have any questions.

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