



Consumer Marketplace Funding Guidelines

Tourism Saskatchewan offers a funding program for Saskatchewan tourism operators to attend consumer shows and to participate in specific marketing activities related to show attendance. Partnership funding is available to eligible operators to promote a tourism destination, attraction, event or experience between **November 1, 2017 and December 31, 2018**.

See back for a list of funding submission guidelines. Submit your completed application for partnership funding via email or fax to:

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Consumer Marketplace Funding Guidelines:

- 1** Eligible applicants must submit an application form provided by Tourism Saskatchewan no later than October 31, 2017.

- 2** Eligible applicants must be tourism-related operators who promote a tourism destination, attraction, event or experience. The identified show must be attended by the organization that has applied for the partnership funding and is listed on the approved application. Under no circumstances may the approved applicant sublet or change the operator or organization approved under the funding agreement. Commercial sales and/or the promotion of real estate are not permitted. Failure to adhere to this may result in disqualification.

- 3** Eligible funding costs will be limited to booth space rental, booth furnishing rentals and costs with associated transportation, accommodation, meals and promotion of your attendance. All eligible costs will be outlined in the letter of approval. Examples of ineligible costs are labour/wages, capital purchases such as display units and other associated booth items, and promotional /sales materials such as brochures.

- 4** A Marketplace Evaluation Form, Marketplace Tracking Sheet and Marketplace Expense Form must be submitted to Tourism Saskatchewan no later than **30 days** following the show. For shows taking place in March, these forms must be returned within **seven days** after the show. Failure to submit within these deadlines may result in disqualification.

- 5** All invoices submitted for funding payment **MUST** demonstrate that the invoice has been paid. For example, a hotel bill or booth space invoice must show a zero balance owing or other proof of payment (credit card statement).

- 6** Assistance with transportation, accommodation and meal costs is limited to a maximum of two representatives unless otherwise stated and approved.