

Objective:

This cost-shared, application-based program provides tourism industry stakeholders an opportunity to participate in advertising activities encouraging travel both within and from outside Saskatchewan.

Assistance:

Successful applicants will be eligible for up to \$10,000 in total support funding for advertising occurring between April 1, 2019 and March 31, 2020.

Eligibility Criteria:

- Partner advertising activities must promote a tourism attraction, festival, event or experience.
- Advertising activities that are placed with media 40km outside of the location of the applicant's home community or event location will be given preference and may be subsidized at a higher level than advertising placed with local media.
- Hospitality, Lodging, and Service Industry providers (restaurants, hotels, retail outlets, etc.) are eligible to participate but through package-based content that must focus on attracting visitors from outside of their local markets.
- Application includes a solid plan to track and report on Return on Investment.
- Project advertising budget and project description are completed accurately and fully including goals and objectives.
- Alignment with Tourism Saskatchewan's brand pillars: Land and Sky, Time and Space, and Community. Review [Bringing the Saskatchewan Tourism Brand to Life](#) and learn how to weave the brand themes into your activities.
- Representation by an organization/applicant that is a legal entity. Examples include organizations that are established by legislation, are federally or provincially incorporated, band councils established under the Indian Act, private enterprises, registered not-for-profits, municipalities and other authorities.
- The application has an authorized signature.

Non-eligible Activities:

- Self-published promotional items content—posters, brochures, handbills, and event programs.
- Website or landing page development.
- Advertising expenses already subsidized by any other Tourism Saskatchewan program.
- Advertising for consumer marketplace events, retail outlets, charity fundraisers, anniversaries, reunions, seminars, clinics, religious or political gatherings.
- Advertising creative design or artwork expenses.
- Third party services(advertising agency/advertising consulting or placement fee), to provide advertising tactics

Program Requirements:

Approved Partner advertising activities must:

- Be coordinated and paid by the partner.
- Include the provided Tourism Saskatchewan wordmark or tagline.
- Be completed by March 31, 2020.
- Return on Investment must be tracked and a report must be submitted within 90 days of the completion of advertising to receive final payment.
- Approved partners must sign a Partnership Agreement with Tourism Saskatchewan before advertising begins and any funds are disbursed.

Funding Payment and Requirements:

- Funding will be provided based upon fulfillment of the Co-operative Advertising Program (CAP) Agreement:
 - 60 per cent payment will be made upon signing of the CAP agreement
 - 40 per cent payment will be made upon completion and submission of Schedule B, creative copies of approved advertising and either a Return On Investment or Attendees Report in a format provided by Tourism Saskatchewan within 90 days of campaign completion.

 - If a partner fails to provide a Return On Investment Report, the final 40 percent of the funds will not be released and may result in applications being rejected in subsequent years.

Application and Evaluation Process:

Applicants must use one of the application forms [found here](#). Emailed applications must be received as PDF or Word and will not be accepted in any other format.

There may be two annual intakes: Spring intake deadline February 28 and Fall deadline August 31 (Fall intake is dependent on funds available after Spring intake).

When you submit your application, you will receive a confirmation notice by email. If you do not receive confirmation of your submission within 14 days please contact your local Field Representative. Check application for Field Representative contact information.

Applications will be reviewed against the program's criteria by the Co-operative Advertising Program Advisory Committee, which will then make a decision regarding funding amounts. You will receive a response to your application within 30 days after the deadline. If your application is successful you will be sent an agreement to sign and return to your local field representative. Once Tourism Saskatchewan has signed the agreement, it will be returned to you for your records.

Application Checklist:

- Review the Application Guidelines
- Complete the entire [Application form](#)
- Ensure the application has an authorized signature
- If any questions arise, consult with your local Tourism Saskatchewan Field Representative.
- Provide supporting materials, if necessary.