



PROGRAM GUIDELINES

Marketing and Event Partnership Program

Program Overview:

The Marketing and Event Partnership Program provides Saskatchewan-based, tourism-focused businesses and organizations with opportunities to partner with Tourism Saskatchewan.

The program supports the promotion of tourism products, services, and events to audiences within and outside of the province, and the creation of quality content marketing assets. Strategies include digital and traditional marketing tactics that target key visitor markets identified by Tourism Saskatchewan.

Support is also available for market research and development, through approved sources.

The program merges previous programs offered by Tourism Saskatchewan, listed as follows: Co-operative Advertising Program (CAP), Content Development Program, Marketplace Fund, and Community and Marquee Annual Tourism Event Programs.

Assistance:

- The program is application-based.
- Approved partners may be eligible for leveraged investment by Tourism Saskatchewan of up to \$25,000.

Eligible Applicants:

- Legally registered, Saskatchewan-based tourism organizations
- Incorporated community non-profit organizations
- Urban and rural municipalities
- Indigenous communities/groups
- Community associations
- Private operators
- Applicant(s) must be in good standing with Tourism Saskatchewan and all Government of Saskatchewan ministries, Crown Corporations and agencies.

Program Requirements

- Marketing and content creation activities must promote a tourism attraction, festival, event or experience (packaged activities or travel offers are preferred).
- Applicants must demonstrate 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.
- Activities must align with [Tourism Saskatchewan's identified target markets](#).

- Marketing activities must occur at least 40 kilometres outside of the project location and be designed to attract tourists to the promoted event, attraction or experience.
- Activities must take place within Tourism Saskatchewan's fiscal year, which begins April 1 and ends March 31.

Eligible Expenses:

- Digital marketing tactics, such as:
 - Search engine optimization (SEO)
 - Display, email, social media and mobile advertising
 - Agency assistance to develop, implement and manage digital advertising purchases and social media presence, as needed
- Traditional marketing tactics, such as television, radio, print and outdoor billboard advertising. These activities must be part of an integrated, multi-faceted marketing campaign; leverage will be determined on a case-by-case basis.
- Consumer Marketplace expenses, such as:
 - Booth space rental
 - Booth furnishing rentals
 - Associated costs – transportation, accommodations, meals for a maximum of two representatives
- Advertising design or artwork costs
- Experience-based photographs and/or video
- Translation costs
- Written consumer content that conveys tourism experiences, for use in digital and/or print formats
- Annual subscription to CrowdRiff, a user-generated content partner network (available to DMO/CMOs)
- Research activities (e.g. audience surveys, economic impact studies, consumer market research) related to inform program execution and marketing decisions. Consultation with Tourism Saskatchewan's Planning and Research team is required.

Ineligible expenses/applicants:

- Any expenses subsidized fully or partially by other programs offered by Tourism Saskatchewan programs or any Government of Saskatchewan ministry, Crown Corporation or agency
- Targeted ads (except television) within 40 kilometres of host location
- Self-published marketing material (posters, brochures, handbills, tickets, rack cards and event programs)
- Website or landing page development or upgrades
- Self-promotion of consumer marketplace attendance
- Commercial sales and/or promotion of real estate
- Mobile apps
- Capital assets – video production or photography equipment, software, display units and other associated marketplace items and operating costs
- Licence fees

- Research subscriptions
- Services or work directly undertaken or provided by the applicant, such as salaries and benefits, travel costs or sales to a third-party supplier
- User-generated curation platforms other than CrowdRiff
- Salaries, wages and management fees
- In-kind contributions (e.g. travel time or travel expenses to accompany a third-party supplier, food or accommodations for a third-party supplier)
- GST
- Prizes, giveaways and merchandise
- Retail outlets, charity fundraisers, anniversaries, reunions and homecomings, Canada Day celebrations, seminars, clinics, religious and political gatherings are ineligible for the program

Application and Evaluation Process:

Applicants must use the online application form found [here](#). Submissions received in any other format will not be accepted.

Confirmation of receipt will be sent by email. If you do not receive notification within two weeks, contact Spencer Robertson at 306-787- 2302, spencer.roberton@tourismsask.com.

Applications will be reviewed and assessed by Tourism Saskatchewan. All applicants will receive a response within six weeks of the intake deadline.

The annual Spring/Summer program application intake period opens on December 15 and closes on February 28.

The annual Fall/Winter program application intake period opens on August 1 and closes on September 30.

Additional:

- Preference will be given to applications identifying digital marketing and content creation activities that promote a tourism attraction, festival, event or experience with packaged activities or travel offers.
- When applying, identify the need for content creation, marketing support or both. If content creation (written, photography and/or video) is a priority, apply to that category. If high-quality content suitable for digital marketing is already completed, consider applying for marketing support only.
- Selected applicants will be invited to participate in a meeting with Tourism Saskatchewan to discuss concept(s) and activities, and ensure that content creation matches the needs/priorities of both parties.