



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, attractions 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 available to create or update digital assets, such as websites and e-commerce portals, and expand social media marketing. Support is also available for market research, through approved sources. Research Projects require consultation with Tourism Saskatchewan prior to submission.

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 receive up to \$20,000, of which a minimum of \$5,000 must be directed towards digital marketing/online marketing development.

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 development 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](#).
- Traditional marketing activities must occur at least 40 kilometres outside of the project location and be designed to attract tourists to the promoted event, business, attraction or experience.
- Activities must take place before July 15, 2021.

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 by Tourism Saskatchewan. All applicants will receive a response within six weeks of the intake deadline.
- The Program will open on September 23 at 8 a.m. and close on November 15 at 5 p.m.

Eligible and Ineligible Expenses:

Digital Marketing	What’s eligible?	What’s not?
Description: Digital marketing activities that promote marketing channels owned by the business (website and social media pages/channels). Activities can be managed and delivered either in-house or via qualified service provider.	<ul style="list-style-type: none">• Search marketing (SEM) campaigns• Social media marketing (SMM) campaigns• Email marketing campaigns• Text (SMS) marketing campaigns Associated costs/service fees: <ul style="list-style-type: none">• Digital marketing strategy• Campaign set-up and management fees	<ul style="list-style-type: none">• Brand development costs

Online Marketing Development	What's eligible?	What's not?
<p>Description: Marketing development activities that improve business online presence in the areas of website user experience, social audience engagement, and online reviews. Activities must be delivered via a qualified service provider.</p>	<p>Website development:</p> <ul style="list-style-type: none"> • Website creation • E-commerce • Online booking <p>Online presence development:</p> <ul style="list-style-type: none"> • Search engine optimization (SEO) • Customer feedback platforms (e.g - Mailchimp, SurveyMonkey) • Social media account management platforms (e.g. - Hootsuite, HubSpot) • Online reputation management (ORM) platforms <p>Associated costs/service fees:</p> <ul style="list-style-type: none"> • Website content management services • Translation costs • Platform set up costs and access fees • Platform management services 	<ul style="list-style-type: none"> • Domain registration costs • Domain hosting fees • Mobile Apps

Content Development	What's eligible?	What's not?
<p>Description: Development activities that result in visual or written content for business website development, online presence development, advertising and promotional materials. Activities must be delivered via a qualified service provider.</p>	<p>Content Asset Creation:</p> <ul style="list-style-type: none"> • Written content, photography, and video • Video post-production (channel ready) <p>Channel Content Development:</p> <ul style="list-style-type: none"> • Social media page account creation, page set-up, and custom profile design, for: Facebook, Instagram, YouTube, and LinkedIn • Blog page account creation, page set-up, and custom page design <p>Associated costs/service fees:</p> <ul style="list-style-type: none"> • Social media strategy • Content strategy development costs • Social media page post content creation, content planning, scheduling and delivery • Blog post content creation, content planning, scheduling and delivery • Social media influencer campaigns 	<ul style="list-style-type: none"> • Domain registration costs • Domain hosting fees

Market Research	What's eligible?	What's not?
<p>Description: Research activities that provide market insights and analysis to position your businesses and inform marketing decisions. Activities must be delivered via a qualified service provider.</p> <p>Consultation with Tourism Saskatchewan is required prior to application submission.</p>	<ul style="list-style-type: none"> • Audience surveys • Economic impact studies • Consumer market research 	<ul style="list-style-type: none"> • Research subscriptions

Marketplace	What's eligible?	What's not?
<p>Description: Attendance at consumer marketplace events or tradeshows for up to two attendees.</p>	<p>Attendance costs:</p> <ul style="list-style-type: none"> • Booth space rental • Booth furnishings rental • Return transportation • Accommodations (individual) • Meals <p>Display booth asset development:</p> <ul style="list-style-type: none"> • Display unit design and artwork costs <p>Associated costs/service fees:</p> <ul style="list-style-type: none"> • Advance booking deposit fees • Advance shipping costs and onsite storage of display units 	<ul style="list-style-type: none"> • Self-promotion of consumer marketplace attendance

Traditional Advertising	What's eligible?	What's not?
<p>Description: Marketing activities that promote your tourism business. These activities are part of an integrated, multi-faceted marketing campaign that includes digital tactics.</p>	<ul style="list-style-type: none"> • Advertising design and artwork costs • Television, radio and print • Online display ads • Digital billboards 	<ul style="list-style-type: none"> • Self-published marketing material (posters, brochures, handbills, tickets, rack cards and event programs)

Ineligible Expenses (if not indicated in the table above)

- Any expenses subsidized fully or partially by other programs offered by Tourism Saskatchewan or any Government of Saskatchewan ministry, Crown Corporation or agency
- Commercial sales and/or promotion of real estate
- Capital assets – video production or photography equipment, software, display units and other associated marketplace items and operating costs
- Licence fees
- Services or work directly undertaken or provided by the applicant, such as salaries and benefits, travel costs or sales to a third-party supplier
- 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

Additional:

- Preference will be given to applications that include a fully developed, evidence-based marketing plan.
- Preference will be given to applications identifying digital/online marketing development 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 development, digital marketing, online marketing development, marketplace participation, market research or traditional advertising, or any combination of categories. If content development (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.
- Tourism Saskatchewan reserves the right to postpone and/or suspend the Marketing and Event Partnership Program without notice.
- Partners are required to provide updates on their projects upon request.