



# PROGRAM GUIDELINES

## Marketing and Event Partnership Program

### **Program Overview:**

The Marketing and Event Partnership Program gives Saskatchewan-based, tourism-focused businesses and organizations 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.

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. Traditional marketing tactics that are part of a full marketing plan will be considered.

Marketplace/tradeshow specific funding requests will not be considered during this intake period and will be re-evaluated for the fall intake.

### **Assistance:**

- The program is competitive and application-based. Approved partners may receive up to \$15,000 of support.

### **Eligible Applicants:**

- Legally registered Saskatchewan-based tourism organizations that have been in operation since April 1, 2020
- 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 business, attraction, experience, festival or event. 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 should demonstrate alignment with [Tourism Saskatchewan's identified target markets](#). Preference will be given to applicants who demonstrate a commitment to digital readiness, content development and market identification.
- Traditional marketing activities must occur at least 40 km outside of the project location and be designed to attract tourists to the promoted event, business, attraction or experience.
- Activities must take place before April 30, 2022.
- Charity fundraisers, retail consortiums, anniversaries or reunions, Canada Day celebrations, homecomings, seminars or clinics, or religious and political gatherings are not eligible.

### Application and Evaluation Process:

- **Prospective applicants are required to complete a mandatory questionnaire by April 9, 2021 prior to receiving the application form.** The objective of this questionnaire is to better understand applicants' business marketing needs so that the pending approval and obtaining of funds is as seamless and timely as possible.
- The mandatory questionnaire is found [here](#) and must be emailed to [MEPP@tourismsask.com](mailto:MEPP@tourismsask.com). Confirmation of receipt will be sent by email.
- After submitting the completed questionnaire, a member of the MEPP team will contact applicants to arrange a review of the questionnaire and outline next steps. **Application forms must be completed by 5:00 p.m. CST May 7, 2021.**
- Preference will be given to applications that include a fully developed, evidence-based marketing plan.
- Tourism Saskatchewan reserves the right to postpone and/or suspend the Marketing and Event Partnership Program without notice.
- Consultation is required with Tourism Saskatchewan prior submitting Marketing Research initiatives.
- Tourism Saskatchewan reserves the right to validate the qualifications for third-party service providers before services are rendered.

**Table A - MEPP 2021 Eligible and Ineligible Expenses**

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Digital Marketing</b></p> <p><b>Description:</b> Digital marketing activities that promote marketing channels owned by the business such as the business website, landing pages and social media pages or channels.</p> <p><b>Supplier Requirements:</b> Activities can be managed and delivered either in-house <b>or</b> through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 100%</p>	<p><b>Targeted Digital Advertising Campaigns</b> Display or video advertising on websites that target a defined consumer audience.</p>
	<p><b>Search Engine Marketing Campaigns (SEM)</b> Online search advertising such as Google Ads.</p>
	<p><b>Social Media Marketing Campaigns (SMM)</b> Social media advertising such as Facebook ads and/or boosts.</p>
	<p><b>Email Marketing Campaigns</b> Marketing campaigns that target existing or prospective customers through bulk email distribution.</p>
	<p><b>Text (SMS) Marketing Campaigns</b> Marketing campaigns that target existing or prospective customers through bulk text message distribution.</p>
	<p><b>Set-up costs and campaign management fees for all items listed above</b></p>
	<p><b>Digital Marketing Strategy Development</b> Costs related to the development of an evidence based strategic plan specific to Digital Marketing activities (excludes consultancy fees and market research costs).</p>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Online Marketing Development</b></p> <p><b>Description:</b> Marketing development activities that improve business online presence in the areas of website user experience, social audience engagement, and online reviews.</p> <p><b>Supplier Requirements:</b> All activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 100%</p>	<p><b>Website Development</b></p> <ul style="list-style-type: none"> <li>• Complete website rebuilds</li> <li>• Mobile website upgrades</li> <li>• Website content updates (includes translation costs)</li> <li>• User-experience upgrades – website add-ons/plugin that enable customers to interact with the business in real-time, such as online booking and payment (e-commerce)</li> </ul> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Search Engine Optimization (SEO)</li> <li>• Website content management services (excluding domain registration and monthly hosting fees)</li> </ul>
	<p><b>Online Software Platform Subscriptions</b> Annual and semi-annual subscriptions to online software platform services that help the business self-manage day-to-day tasks related to customer engagement and business reputation:</p> <ul style="list-style-type: none"> <li>• Customer Relations/Feedback Management – e.g. MailChimp, Constant Contact, SurveyMonkey</li> <li>• Social Media Account Management – e.g. Hootsuite, HubSpot</li> <li>• Online Reputation Management</li> </ul> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Account set-up and platform orientation (onboarding) fees</li> <li>• Account management services</li> </ul>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Content Development</b></p> <p><b>Description:</b> Development activities that result in visual or written content for business website development, online presence development, advertising and promotional materials.</p> <p><b>Supplier Requirements:</b> All eligible activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 100%</p>	<p><b>Content Asset Creation</b> Written content, photography, and videography.</p> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Video production services (pre and post)</li> <li>• Social media influencer campaigns</li> </ul> <p><b>Social Media Account and Blog Content Development</b> Social media page account creation, custom page set-up and design for Facebook, Instagram, YouTube, and LinkedIn.</p> <p>Blog page creation, set-up, and design.</p> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Social media post content creation and weekly posting support</li> <li>• Blog post content creation, content planning, and posting support</li> </ul> <p><b>Social Media Strategy Development</b> Costs related to the development of an evidence based strategic plan specific to Social Media activities for the business accounts (excludes consultancy fees and market research costs).</p>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Market Research</b></p> <p><b>Description:</b> Research activities that provide market insights and analysis to position your businesses and inform marketing decisions.</p> <p><b>Consultation with Tourism Saskatchewan is required prior to application submission</b></p> <p><b>Supplier Requirements:</b> All eligible activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 100%</p> <p>Funding will not be provided in three successive years.</p>	<ul style="list-style-type: none"> <li>• Consumer market research (e.g., A/B testing, competitor analysis, market trend analysis, target audience identification, etc.)</li> <li>• Customer experience research (e.g., customer journey mapping, customer sentiment and satisfaction, brand health, etc.)</li> <li>• Panel research (includes panel access fees)</li> <li>• Market segmentation</li> <li>• Economic impact studies</li> <li>• Complex data analysis (excludes software licensing fees)</li> </ul>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Traditional Media Advertising</b></p> <p><b>Description:</b> Marketing activities that promote your tourism business. These activities <b>must</b> be part of an integrated, multi-faceted marketing campaign that include eligible Digital Marketing activities.</p> <p><b>Supplier Requirements:</b> Activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 50%</p>	<ul style="list-style-type: none"> <li>• Television Ads</li> <li>• Radio Ads</li> <li>• Display Ads in publications (Newspapers, Magazines, Periodicals, etc.)</li> <li>• Billboards - Standard &amp; Digital (includes production and placement costs where applicable)</li> </ul>

## Ineligible Expenses

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| <ul style="list-style-type: none"><li>• Any expenses subsidized fully or partially by other programs offered by Tourism Saskatchewan or any Government of Saskatchewan ministry, Crown Corporation or agency</li><li>• Capital assets – video production or photography equipment, software, display units and other associated marketplace items and operating costs</li><li>• Services or work directly undertaken or provided by the applicant, such as salaries and benefits, travel costs or sales to a third-party supplier</li><li>• In-kind contributions (e.g. travel time or travel expenses to accompany a third-party supplier, food or accommodations for a third-party supplier)</li></ul> | <ul style="list-style-type: none"><li>• Commercial sales and/or promotion of real estate</li><li>• Prizes, giveaways and merchandise</li><li>• Salaries, wages and management fees</li><li>• Mobile Apps</li><li>• Logo/Brand development costs</li><li>• Research subscriptions</li><li>• Self-published marketing material (such as but not limited to posters, brochures, handbills, tickets, rack cards and event programs)</li><li>• Self-promotion of consumer marketplace attendance</li><li>• Taxes such as GST and PST</li><li>• Licence fees</li></ul> |
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