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**Marketing and Events**

**Partnership Program (MEPP)**

**2021**

**Prospective Applicant Questionnaire (PAQ)**

The process for applying for MEPP funding support now requires that all prospective applicants complete a mandatory questionnaire. Each submitted Prospective Applicant Questionnaire (PAQ) is subject to review prior to proceeding with making a formal application to the program.

The objective of this questionnaire is to better understand your business marketing needs so that the pending approval and obtaining of funds for your marketing project is as seamless and timely as possible.

After submitting your completed questionnaire, a member of the MEPP program team will contact you to arrange a review of your questionnaire and discuss next steps. This will take place within 5 days after receiving your submission.

Please note the following:

* This questionnaire must be completed and submitted by the owner/manager or current employee of the business/organization. Submissions from third-party interests on behalf of the business/organization will not be accepted.
* Only fully completed questionnaires will be accepted. If you would like to discuss this questionnaire before filling it out, please contact [mepp@tourismsask.com](mailto:mepp@tourismsask.com) to arrange a phone call.
* It is recommended that you save a file copy of your completed questionnaire for reference should your project advance to the application intake stage.
* Please refer to the [Program Guidelines](https://industry.tourismsaskatchewan.com/-/media/industry/documents/funding/marketing-and-event-partnership-program/mepp-2021-guidelines-031721-2.ashx?la=en&hash=A56FD53EEB93A627E8E2DF42E2B440A1) before completing your questionnaire as you will need to reference this document in order to fully answer some of the questions presented.
* Send only your completed questionnaire to the email shown below. No other attachments are needed nor accepted for this step of the qualification process.

**Please submit your fully completed questionnaire to:** [mepp@tourismsask.com](mailto:mepp@tourismsask.com)

**MEPP 2021 Prospective Applicant Questionnaire**

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| **Business Profile Information** | |
| **Operating Name** The name you use to advertise your business | Click here to enter text. |
| **Legal Entity Name** | Click here to enter text. |
| **Non-profit or registered business number (ISC#)** | Click here to enter text. |
| **Mailing Address** | Click here to enter text. |
| **City/Town** | Click here to enter text. |
| **Postal Code** | Click here to enter text. |
| **Business Telephone Number** | Click here to enter text. |
| **Website** | Click here to enter text. |
| **Business Email** | Click here to enter text. |
| **Contact Name** Person completing this questionnaire | Click here to enter text. |
| **Contact Title/Position** | Click here to enter text. |
| **Contact Email** | Click here to enter text. |
| **Contact Phone**  if different than business number provided above | Click here to enter text. |

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| **Tourism Business Classification Category** | | |
| **STEP 1:** Select only **ONE category** from the following **Main Categories.**  **STEP 2:** If the **Main Category** you selectedhassub-categories,please **choose the sub-category menu item that best applies to your business.** | | |
| **Main Categories** | | **Eligible Sub-Categories** |
|  | Accommodation | Choose an item. |
|  | Attraction | Choose an item. |
|  | Outdoor Adventure | Choose an item. |
|  | Community Organization |  |
|  | Destination Marketing Organization |
|  | Event/Festival |
|  | Fishing/Hunting Outfitter\* |
|  | Golf Course |
| \* Saskatchewan Ministry of Environment outfitting license number | | Click here to enter text. |

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| **Business and Marketing Overview** |
| **How many years has your business/organization been in operation?** Click here to enter text. |
| **Does your business operate seasonally or year-round?** Choose an item. |
| **Does your business/organization promote a special offer or package to travellers online**? **YES  NO**  If you selected **YES**, where would they find details about it online?  (select all that apply)  On our website  On our Facebook page  On TourismSaskatchewan.com  Other: Click here to enter text. |
| **Do you collect contact information from your customers? YES  NO**  If you selected **YES**, how do you use it?  (select all that apply)  Newsletter subscription requests  Feedback surveys  Solicit online reviews  Other: Click here to enter text. |
| **Does your business/organization monitor and respond to online reviews? YES  NO** |
| **When do you usually plan your marketing and advertising activities?**  Choose an item. |
| **Which method best describes how you allocate funds for your marketing and/or advertising expenses?**  Choose an item. |
| **Which of these situations best describes how you currently manage and deliver your marketing activities?**  Choose an item. |
| **Does anyone at your business have formal marketing experience or training?** **YES  NO**  If you selected **YES**, please explain: Click here to enter text. |

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| **MEPP Application Goals & Objectives** |
| **Important!**  **Please refer to the *Eligible and Ineligible Expenses* section of the *Program Guidelines* for detailed descriptions on the eligible marketing activities for each funding support category listed below and for the questions that follow.** |
| **Which of the following categories of funding support would you apply for?**  (Select all that apply)  Digital Marketing  Online Marketing Development  Content Development  Traditional Media Advertising  Market Research |
| **What is the business problem that you need to solve?** Click here to enter text. |
| **How will initiating the marketing activities within your selected categories help you solve this business problem?**  Click here to enter text. |
| **What is the overall goal you hope to achieve by initiating these marketing activities?** Click here to enter text. |
| **What is the timeframe that you plan on initiating these marketing activities?** Choose an item. |
| **Have you identified qualified suppliers to render services for these marketing activities? YES  NO** |
| If you selected **YES,** do you have a quote and/or proposal from them? **YES  NO** |

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| **MEPP 2020 Status** |
| **1.** Did you receive funding support from the MEPP 2020 Program? **YES  NO** |
| **2.** If you selected **YES to #1**, are all approved marketing activities complete? **YES  NO** |
| **3.** If you selected **YES to #2**, have you uploaded all supplier receipts for those activities? **YES  NO** |
| **4.** If you selected **YES to #3**, have you uploaded your Project Summary? **YES  NO** |