

Marketplace Fund Application

Tourism Saskatchewan offers a funding program for Saskatchewan tourism operators to attend consumer shows and to participate in specific marketing activities related to show attendance. This assistance will support efforts to increase awareness, visitation and expenditures through the promotion of a tourism destination, attraction, event or experience between November 1, 2019 and March 31, 2020.

Marketplace Fund

Eligible costs could include booth rental, related travel expenses and marketing activities.

When approving funding requests, Tourism Saskatchewan considers the following criteria:

- Economic impact
- Tourism spinoff
- Established and potential audience
- Ability to draw visitors from in and out of province
- Alignment with Tourism Saskatchewan's key markets
- Exploratory niche markets

Please complete the application form and submit to Tourism Saskatchewan no later than October 31, 2019. Incomplete applications will not be accepted.

Application deadline is October 31, 2019.
Program is subject to funding availability and may change without notice.

Submit your completed application via email or fax to:

Daryl Demoskoff

Market Consultant, Fish/Hunt

Ph: 306-787-3712

Fax: 306-787-6293

daryl.demoskoff@tourismsask.com

or

Roxanne K. Young

Administrative Assistant, Marketing

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roxanne.young@tourismsask.com

MARKETPLACE FUND APPLICATION

Please complete in detail: (FAILURE TO FULLY COMPLETE WILL BE DEEMED INELIGIBLE)

Name of Show _____

Location and Date _____ # of Show Attendance _____

How does this project/show align with your business goals? _____

Is this a new show you are attending? _____

How does this market align with your product offering? _____

What other marketing activities are you doing in this market? _____

Size of the market targeted (i.e. Does the show draw local visitors or visitors from outside local area?) _____

Market demographics _____

Other factors in determining selection of this market/marketplace _____

Detailed budget for the project to include:

Booth space rental _____

Transportation _____

Accommodations _____

Meals _____

Specific marketing costs related to show attendance _____

The application deadline is October 31, 2019. Program details are subject to change without notice.

***Due to its popularity, during this intake period there will be limited funding available for this program. Industry will be funded to attend a maximum of three marketplace shows, pending budget availability.*

PLEASE PRINT CLEARLY

Contact Name: _____ Organization: _____

Phone: _____ Fax: _____ E-mail: _____

Billing Address: _____ City/Town: _____ Postal Code: _____

Signature of Authorization: _____