

# FUNDING PROGRAM GUIDELINES

## Marketplace Fund Program 2019-2020

Tourism Saskatchewan provides financial support for tourism operators planning to attend consumer trade shows (marketplaces) that align with our strategic direction. Proposals are accepted for operators to attend marketplaces that align with Tourism Saskatchewan's key markets and have potential for significant economic impact. The marketplace fund supports efforts to increase awareness, visitation and expenditures through the promotion of a tourism destination, attraction, event or experience. The next application deadline is October 31, 2019.

### GUIDELINES:

1. Eligible applicants must submit an application form provided by Tourism Saskatchewan no later than October 31, 2019, for shows occurring November 1, 2019 to March 31, 2020.
2. Eligible applicants must be tourism-related operators who promote a tourism destination, attraction, event or experience. The identified show must be attended by the organization that has applied for the partnership funding and is listed on the approved application. Under no circumstances may the approved applicant sublet or change the operator or organization approved under the funding agreement. Commercial sales and/or the promotion of real estate are not permitted. Failure to adhere to this may result in disqualification.
3. Eligible funding costs will be limited to booth space rental, booth furnishing rentals and costs associated with transportation, accommodation, meals and promotion of your attendance. All eligible costs will be outlined in the letter of approval. Examples of ineligible costs are labour/wages, capital purchases such as display units and other associated booth items, and promotional /sales materials such as brochures.
4. A Marketplace Evaluation Form, Marketplace Tracking Sheet and Marketplace Expense Form must be submitted to Tourism Saskatchewan no later than 30 days following the show. For shows taking place in March, these forms must be returned within seven days after the show. Failure to submit within these deadlines may result in disqualification.
5. All invoices submitted for funding payment MUST demonstrate that the invoice has been paid. For example, a hotel bill or booth space invoice must show a zero balance owing or other proof of payment (cancelled cheque, credit card statement).
6. Assistance with transportation, accommodation and meal costs is limited to a maximum of two representatives unless otherwise stated and approved.

\*\*\*\*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.