***Fiscal Program Year:*** April 1, 2019 to March 31, 2020

Please refer to the [*Co-operative Advertising Program Guidelines*](http://industry.tourismsaskatchewan.com/~/media/industry/documents/funding/cooperative-advertising/cooperative-advertising-program-guidelines-2019-2020.pdf?la=en) document for details on program requirements, eligibility criteria, and application submission process.

(advertising campaign activities must be completed by March 31, 2020)

***Application Intake Deadlines:***

* Intake #1 – February 28, 2019
* Intake #2 – August 31, 2019 (if applicable; 2nd Intake subject to status of available funds as per allocation outcome of 1st Intake)

***Funding Support Limit:***  $10,000 maximum total program funding support per applicant, per fiscal program year.

This Festival/Event is also submitting an application to the Event Hosting Program  Yes  No

|  |  |
| --- | --- |
| **1. Festival/Event Name:** |  |

**2. a) Name of Organization or Company Applying for Funding** (*to receive payment from Tourism Saskatchewan*)***:***

|  |  |
| --- | --- |
| Contact Name: |  |
| Company: |  |
| Address: |  |
| City, Postal Code: |  |
| Phone No.: |  |
| Email: |  |
| Business License # |  |

**b) Project Manager** (*if different than above*)**:**

|  |  |
| --- | --- |
| Contact Name: |  |
| Company: |  |
| Phone No.: |  |
| Email: |  |

**3. Dates of Festival or Event:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Start Date: |  |  |  |  | End Date: |  |  |  |
|  | **MM** | **DD** | **YYYY** |  |  | **MM** | **DD** | **YYYY** |

**4. Dates of Advertising Campaign Expenses:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Start Date: |  |  |  |  | End Date: |  |  |  |
|  | **MM** | **DD** | **YYYY** |  |  | **MM** | **DD** | **YYYY** |

**5. Campaign Timing, Geographic/Market Area, and Demographic Market Segment**

**a) Identify The Season(s) This Advertising Campaign Is Targeting:**

Spring  Fall

Summer  Winter

**b) Identify the Primary Geographic Area and Market Area type for your Advertising Campaign**

*Please select* ☒ *all* *that apply to this campaign only:*

***Saskatchewan***

Rural Areas and Towns

Small Cities and Suburbs

Regina

Saskatoon

***Alberta***

Rural Areas and Towns

Small Cities and Suburbs

Calgary

Edmonton

Other Geographic Area and/or Market Area type: *(Please indicate and explain)*

Enter text here.

**c) Identify the demographic target market segment(s) for your advertising campaign**

*Tourism Saskatchewan has identified several key target market segments that are the focus of our marketing efforts. Aligning your market targeting efforts with ours will help achieve a successful application outcome and meet program expectations.*

*Below is a selection of the core demographic household types found within our key market segments. Each household type listed has a unique mix of values, interests, and media preferences. Therefore, selecting all or none of them is not recommended unless it can be rationalized accordingly and further supported in the Campaign Objectives and Marketing Activities sections of this application.*

*If you would like more information on Tourism Saskatchewan’s key target market segments prior to completing this application, please contact your Field Representative. Contact details are provide on the last page of this application.*

*Please check ☒ to indicate selection(s):*

Young well-educated, white-collar singles/couples

Young high income, blue-collar couples with small children

Mid-life blue-collar couples with older children

Mid-life and older couples and families with high levels of income and education; white-collar

Older Families and Couples often found in towns, small cities and rural areas; median incomes

If ALL or NONE of the above apply, please explain why or indicate the market segment you have identified for this campaign and why?

Enter text here.

**6. Festival/Event Description, Summary, and Campaign overview**

Please provide a brief description and summary of this festival/event and overview of the advertising campaign.

Must include the following:

* Festival/Event outline
* Statement of need with strong tourism rationale
* Campaign Theme or Message

*(Please attach a separate page if more space is needed)*

1. **Festival/Event outline**

Enter text here.

1. **Statement of need & tourism rationale**

Enter text here.

1. **Campaign Theme or Message**

Enter text here.

**7. Campaign Objectives, Performance Measures and Methods**

*Please select* ☒ *the methods and key performance indicators that will be used to measure performance for further evaluation and verification:*

|  |  |  |
| --- | --- | --- |
| **Campaign Objective** | **Performance Measure** | **Method** |
| Increase year-over-year sales revenues | Verifiable changes in **sales revenues or sales volumes** that can be attributed directly to the marketing activities used during the timeframe of this campaign  Verifiable increases in **leads or inquiries** that can be attributed to marketing activities | Travel offer(s) marketed to a specific consumer target segment—*i.e.: Family Vacation Packages, Hunt/Fish Trips, and Stay & Play Incentives, etc.*  Percentage of sales increase generated  Number of sales leads/enquiries generated  Online bookings |
| Increase year-over-year visitors to a physical location | Verifiable changes in **visitors from outside of the business trading area** which can be attributed directly to the marketing activities used during the timeframe of this campaign | Attendance or location visits that are physically tracked— *i.e.: On-site customer surveys, designated contest entry ballot, special coupon, promo code, etc.* |
| Increase year-over-year visits to a website | Verifiable changes in **online activity** that can be attributed directly to the marketing activities used during the timeframe of this campaign | Targeted Digital Display Ad/Video Ad Campaign ROI Report—*Impressions, Clicks, Click-Through-Rate (CTR)*  Search Ad/Keyword Search Campaign ROI Report—*Impressions, Clicks, Average Cost-per-Click (CPC), Conversions (where applicable)* |
| Increase year-over-year visitor information enquiries | Verifiable changes **in visitor information enquiries (via phone and/or online) from outside of the business trading area** which can be attributed directly to the marketing activities used during the timeframe of this campaign | Tracked incoming phone calls*— i.e.: Toll-free #, Emails generated from website “Contact Us” page, or Chat Logs.* |
| Increase social media engagement rates | Verifiable changes in **social media engagement** activity that can be attributed directly to the marketing activities used during the timeframe of this campaign | Social Media Campaign ROI Report—*Clicks, Impressions, Click-Through-Rate (CTR)* |
| Other Objective(s): *(Please indicate and explain)*  Enter text here. | Other Performance Measure(s): *(Please indicate and explain)*  Enter text here. | Other Method(s): *(Please indicate and explain)*  Enter text here. |

**8. Advertising Campaign Budget** *(do not include PST/GST)****:***

**Marketing Activities used for this Campaign:** *(please select* ☒ *all that* apply*)*

Television  Radio  Newspaper

Magazine  Specialty Publication  Consumer Direct E-mail

Outdoor – Billboard  Online ads/Search  Social Advertising

Other:

Enter text here.

***Please provide details as specified for each of the Marketing Activities noted above:***

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Activity** | **Media Supplier Name** | **Location of marketing activity** | **Total Expense** *(Without Taxes)* |
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| **Total** | | | **$ 0.00** |

Please submit your completed application to the Field Representative for your area via email, fax or mail. Contact information is shown below.

***By submitting this application, I the undersigned:***

1. Have read and understand the program guidelines.
2. Declare that all information in this document is accurate.
3. Understand that Tourism Saskatchewan has the right to share information about this campaign.
4. Acknowledge that eligible costs could be funded at less than 50 per cent, and that submitting an application does not guarantee funding approval.
5. Understand that funding received from other Tourism Saskatchewan programs cannot be used as the partner contribution toward the Co-operative Advertising Program activities.
6. Acknowledge that Tourism Saskatchewan has the right to amend or rescind funding for this campaign if the approved plan/application is not followed; and
7. Acknowledge that Tourism Saskatchewan has the right to deny acceptance of future application submissions if required return on investment (ROI) reporting documents are not provided in accordance to timelines set out in previous agreements.

|  |  |  |  |
| --- | --- | --- | --- |
| Project Manager: |  | Signature: |  |

***For full details on this partnership opportunity or to submit your application, please contact:***

|  |  |
| --- | --- |
| **Kevin Sawicki,** Northern Office  Ph: 306-519-1513 Fax: 306-787-6293  [kevin.sawicki@tourismsask.com](mailto:kevin.sawicki@tourismsask.com) | **Bob Kadis,** Saskatoon Office  Ph: 306-933-5903 Fax: 306-933-6250  [bob.kadis@tourismsask.com](mailto:bob.kadis@tourismsask.com) |
| **Corrina Kapeller**, East Central Office  Ph: 306-769-8850 Fax: 306-769-8804  [corrina.kapeller@tourismsask.com](mailto:corrina.kapeller@tourismsask.com) |  |
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