

2019/2020 Co-operative Advertising Program

Frequently Asked Questions

Click on one of the links below to go directly to that section:

[Application deadlines](#)

[Application eligibility and approvals](#)

[Completing the application](#)

[Payment Process](#)

[Return on Investment](#)

Application Deadlines:

When can I apply?

For the Tourism Saskatchewan 2019/2020 fiscal year (April 1-March 31) there are currently two intakes planned, the first intake deadline is February 28, 2019 and the second is August 31, 2019. There is no guarantee that a second intake will take place. The Second intake is dependent on the amount of funds available once the first intake approvals have been finalized. It is recommended that interested applicants apply in the first intake if possible.

I will be applying for the first intake by February 28, 2019. Does the first intake cover all ads between February 28 and August 31?

You can apply for the entire program year which is April 1, 2019 to March 31, 2020 annually. You can also apply for advertising that will run at any time between those dates.

I noticed the deadline is February 28, 2019 but if I wait a while before applying do I run the risk the program could be full before then?

All applications received by February 28th are adjudicated at the same time; therefore, no one is at risk of not getting funding due to the lack of budget in the first intake. However, there is no guarantee that a second or fall intake in August will take place as that is dependent on the amount of funds available once the first intake approvals have been finalized. It is recommended that interested applicants apply in the first intake if possible.

Do I need to re-apply every year?

Yes, regardless of previous activity, you will need to re-apply to the annual program.

[Back to top](#)

My application last year was denied; can I apply again next year?

Yes. We strongly encourage industry partners to reapply. Please contact your Field Representative to ensure your campaign meets the criteria and that you are requesting funds for eligible costs.

Application Eligibility and Approvals

Who can apply for this program?

Any tourism industry business or organization promoting a tourism attraction, event or experience. There are two separate forms, one for events and festivals and one for attractions and experiences. Service industry providers (retail outlets, restaurants, etc.) are eligible to participate but must focus on attracting visitors from outside of their local markets through packages. Similarly, hotels are also eligible to participate but must be focused on offering packages or associated with an event that is able to attract visitors from outside of their local markets.

Is there a minimum amount required to participate?

No.

Can an organization who has several locations apply separately for each one or does that organization just apply once for an overall organizational advertising program?

Organizations with more than one location / branch can apply to promote the individual locations however; the \$10,000 cap will apply to the overall organization.

Will the applications be decided on a first-come first-served basis?

No. Applications are reviewed based on merit, quality of the application, available budget and program uptake.

How is the funding amount calculated?

The funding percentage is determined by the overall funding that is requested in all approved applications and the available budget; therefore, the funding subsidy can vary and is not set at a certain level until the adjudication is finalized.

[Back to top](#)

Completing the application

Is the Advertising Campaign Budget for my entire marketing budget or just for the budget for this application?

The budget table is intended to report exactly what you are asking support for - type of advertising, with what company, geographical location the advertising media company is located and the associated expenses.

Our organization has multiple events can I place more than one event on the same application?

Events that have different business numbers, bank accounts and sponsors can apply as separate applications and each will have the ability to access the \$10,000 even though the same person/organization is completing the applications and managing the events.

Can I apply separately for more than one event and access \$10,000 for each one?

Events that are managed under the same organization with no separate identity (business number or bank account) will be totalled together when considering the \$10,000 cap.

If approved does the subsidy have to be used for all media or just for a select few?

The amount approved for each component will be listed within a Partnership Agreement that must be signed by both parties. Only those components listed on the Advertising Campaign Budget in the application will be considered for approval and funding.

Why do you want me to align with the Tourism Saskatchewan brand?

If all consumer touch points coming from Saskatchewan share a common thread, we can strengthen the impact of our collective marketing efforts, create a more unified and cohesive look and feel, and build immediate recognition to build a powerful destination brand. Successful applicants will be encouraged to work with Tourism Saskatchewan's specific brand and creative guidelines to achieve alignment. More information regarding Tourism Saskatchewan's brand can be found our [industry website](#).

[Back to top](#)

How can we budget properly when we don't know what amount of funding we will get? We only know we can receive \$10,000 maximum from Tourism Saskatchewan. If we are accepted for some of the areas we apply for, can we decline utilizing some of them?

We understand that it may be difficult for some of our applicants to know how much to apply for when the amount of support is unknown. We encourage each applicant to apply for only the advertising they feel will be the most beneficial to meet their promotional needs. Once the adjudication process is completed each applicant will be sent a Partnership Agreement with a complete list and total amount of subsidy approved. If the applicant, at that time, wishes to change their advertising options they still can but only the pre-approved marketing tactics will be subsidized.

If any approved applicant from the first intake has not utilized the entire \$10,000 available to them they can re-apply for additional funding during the second intake (if held), however, the total funding to the organization cannot exceed the \$10,000 cap.

Can the application be emailed or does it have to be printed and mailed and to whom I should send the application?

You can submit your application by email, fax or mail to any of the Field Representatives listed on the application. If the application is emailed please ensure the application is sent as a Word or PDF document. **Please be sure that the application is signed before submitting.**

Payment Process

How does the payment process from Tourism Saskatchewan work?

- The successful applicant will coordinate the approved advertising (negotiate, order, purchase and pay all invoices) on their own. Once all advertising is completed, the partner will be responsible for submitting all required documentation to Tourism Saskatchewan to be reimbursed for their approved subsidy amount.
- Upon receipt of a signed agreement, a partial payment of 60 percent will be issued
- Once advertising activities are complete and all required documentation is submitted and reconciled, a reimbursement of the reconciled final payment will be issued. Any overpayments will be invoiced back to the approved applicant.

I received funds from the Co-operative Advertising Program in Fiscal 2018/2019, am I guaranteed the same funds in the next year?

The Co-operative Advertising Program is an application-based program. The program will continue to be a competitive process and future proposals will be evaluated on merit. Therefore, budgets should not be based on the assumption of a specific funding level from Tourism Saskatchewan

[Back to top](#)

Return on Investment

How do I measure my advertising initiatives?

The approved applicant is responsible for providing advertising objectives and performance measures to establish an understanding of how to measure a project's success.

There are examples of methods and key performance indicators that can be used to measure performance for further evaluation and verification within the application section 7- Campaign Objectives, Performance Measures And Methods. Please contact your local Tourism Saskatchewan Field Representative if you have any questions.

[Back to top](#)