

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 May 1, 2018 and April 30, 2019.

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 15, 2018. Incomplete applications will not be accepted.

Application deadline is October 15, 2018.
Program is subject to funding availability and may change without notice.

Submit your completed application via email or fax to:

Kelly Brezinski

Market Consultant

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Fax: 306-787-6293

kelly.brezinski@tourismsask.com

or

Roxanne K. Young

Administrative Assistant, Marketing

Ph: 306-787-2187

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roxanne.young@tourismsask.com

MARKETPLACE FUND APPLICATION

Please complete in detail:

Name of Show _____

Location and Date _____ 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 15, 2018. Program details are subject to change without notice.

PLEASE PRINT CLEARLY

Contact Name: _____ Organization: _____

Phone: _____ Fax: _____ E-mail: _____

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

Signature of Authorization: _____