



TOURISM CO-OPERATIVE MARKETING FUND | 07/08



# MARKETING PROJECT

## Application Form



## **TOURISM CO-OPERATIVE MARKETING FUND 07/08**

### **MARKETING PROJECTS**

#### **IMPLEMENTED BY THE DEPARTMENT OF TOURISM AND CULTURE (TOURISM YUKON)**

### **GOALS**

The purpose of the Tourism Co-operative Marketing Fund (TCMF) is to assist in the marketing of Yukon tourism products and services from across the territory to prospective visitors around the world.

Tourism Yukon's participation in this program will strengthen the Yukon brand image, help to showcase the territory in key target markets and assist in the growth of Yukon's economy.

To facilitate and encourage market-ready and/or export-ready tourism businesses, First Nations, municipalities, organizations or partnerships to partner with Tourism Yukon in the promotion of Yukon product.

### **OBJECTIVES**

- Stimulate and partner in targeted innovative programs
- Increase visitation in all four seasons
- Co-ordinate and leverage industry and Tourism Yukon's marketing efforts
- Extend the reach and impact of the Department's marketing programs

#### **Priority will be given to marketing activities that:**

- Target primary and secondary markets as identified in the 2007–2008 Tourism Yukon Strategic Plan
- Increase visitation
- Promote increased planning of overnight stays and extend length of stays
- Involve stakeholders/partners

#### **Intended outcomes of the TCMF include:**

- Enhanced Yukon Brand recognition
- Increased tourism revenues
- Increased number of visitors
- Increased length of stays

### **PROGRAM REQUIREMENTS AND CRITERIA**

#### **Eligible applicants**

- Yukon market-ready and/or export-ready tourism businesses, First Nations governments, municipal governments, tourism organizations or partnerships<sup>1</sup>, non-government organizations.
- Partnerships with outside companies are allowed providing the proposal is led by a Yukon-based company exclusively featuring Yukon product.
- For applications to be accepted, applicants must be in good standing with Government of Yukon Corporate Affairs branch and with the Yukon Worker's Compensation Health & Safety Board.

---

*1 Partnerships as defined in the Partnership and Business Names Act, R.S.Y. 2002, c. 166, and that involve financial contributions (cash or in kind) by all partners.*

**A Yukon business must:**

- Have all required licenses and registrations in place
- Employ Yukon residents
- Own/lease property necessary for the business
- Have all government loans in good standing
- Be market and/or export ready

**Project cost sharing**

- Individual businesses are eligible for 50% funding of eligible costs to a maximum of \$25,000
- Partnerships and Destination Management Organizations (DMOs) are eligible for 50% funding of eligible costs to a maximum of \$75,000
- Funding will be provided upon completion of contribution agreement requirements

**Eligible project costs may include but are not limited to:**

- Placement of paid advertising in broadcast, electronic (web banners) and/or print media (excluding Yukon Vacation Planner and [www.travelyukon.com](http://www.travelyukon.com))
- Advertisements in Yukon-based travel guides that increase your presence and/or highlight new or enhanced tourism packages<sup>2</sup>
- Purchase of direct mail lists
- Web optimization marketing (seeding)
- New print material for communities and non-government organizations (NGOs), that does not already exist and that promotes tourism-related information and tourism packages that include at least one overnight
- Promotion of Yukon events by communities and NGOs that includes tourism packages (e.g. two-night festival package including accommodation and admission to event)
- FAM trips – hosting both travel media and travel trade
- Fulfillment/postage costs for purchased or maintained mailing lists where all names are fulfilled at one time and counted through a single source mechanism (e.g. a commercial postage meter)
- New special promotional print material for partnerships, that does not already exist and that promotes tourism packages that include at least one overnight.

**Ineligible project costs**

- Administration costs such as office equipment, telephone charges, internet access, clipping services, 1-800 numbers, translation, etc.
- Production, creation and development costs of CD-ROMS, websites, display booths, individual business brochures, development of logos, business cards, posters, per diems, out-of-territory vehicle rentals (except in the case of sales calls or missions), airline bonus points, and site inspections.
- Projects, events and activities already completed.
- GST.

**Duration of project**

Projects must have a start and end date specified within the proposal. All projects must be completed by March 31, 2008. Projects will not be deemed complete without submission of final financial report in a form acceptable to Tourism Yukon.

---

*2. Packages are defined as including at least one additional service, activity or experience not offered by the operator, and the consumer must pay the operator/packager directly for all components of the package. e.g. hotel accommodation with a flightseeing tour. The consumer pays only one business for both services. The business accepting payment will pay the other service provider on behalf of the consumers.*

## APPROVAL OF PROPOSALS

- Applications to the TCMF will be reviewed by the TCMF Coordinator to ensure that all the requirements are met.
- Once all requirements are met to the satisfaction of the TCMF Coordinator, completed proposals will be forwarded to the TCMF Committee for review.
- **Completed** proposals to the TCMF will be reviewed in priority of receipt.
- Incomplete applications will not be accepted for committee review until they have been completed in full, so please ensure all information is submitted in the application.
- Applicants should allow 15 working days for final decision on their completed proposal.
- Applications recommended for approval by the TCMF committee will be forwarded to the Deputy Minister of Tourism and Culture for signature.

## OTHER REQUIREMENTS

- Successful applicants must sign a contribution agreement with Tourism Yukon related to the project. The contribution agreement will outline the obligations of each party.
- Reporting requirements must be completed and returned in accordance with the terms of the contribution agreement before funds will be released.

### **Visible acknowledgement of the contribution of the Government of Yukon must include:**

- Prominent inclusion of Tourism Yukon's logo and or tagline on all promotional material including all print, electronic, television and radio creative.
- Tourism Yukon's website address ([www.travelyukon.com](http://www.travelyukon.com)) should be included where applicable. Other options and opportunities for Tourism Yukon presence will be considered on a case-by-case basis.
- Activities not included in the contribution agreement are not eligible for funding. Any additional activities the applicant would like to incorporate into their contribution agreement must be approved by Tourism Yukon before funding will be eligible.
- Tourism Yukon may request access to the leads generated from projects for research purposes only.
- All records and invoices related to the project, including project results and return on investment, must be retained for review and audit by assigned Tourism Yukon staff or auditors.

Online application form: [http://www.travelyukon.org/marketproject\\_form.html](http://www.travelyukon.org/marketproject_form.html)

**COMPANY PROFILE**

What tourism products or services does your company provide?

---

---

---

---

How long have you been selling these products/services?

---

---

---

---

Is the cash flow produced by your operation sufficient to support your marketing project?

---

---

---

---

---

Have you been successful in marketing these products outside of the Yukon?

---

---

---

---

What tourism market(s) do you normally target?

---

---

---

---

What sets your tourism products or services apart from those of your competitors?

---

---

---

---

Can you estimate the increased demand for your products or services over the long term?

---

---

---

---

Do you have established tourism contacts in the market place and do you expect to close sales?

---

---

---

---

**ARE YOU READY TO TAKE YOUR PRODUCT TO MARKET?**

**These questions help us establish if your business is ready to sell to consumers and booking or travel agents.**

Do you have all of the required insurances, licenses and certificates? (provide a list)

---

---

---

---

Please circle:

Do you have a tourism marketing plan?    I Yes    I No

Do you have a professionally prepared tourism brochure or rack card?    I Yes    I No

Do you have net (commissionable) rates for tourism wholesalers?    I Yes    I No

Is your telephone answered and inquiries responded to on a year-round basis?    I Yes    I No

Do you have a current membership with a related tourism association (Please check off all that apply)

TIA Yukon     WTAY     YFNTA     YCB     YOA     OTHER \_\_\_\_\_

Do you have a current tourism company website?    I Yes    I No

If yes, is it updated on a regular basis?    I Yes    I No

Do you have a consumer or trade tourism-orientated billing, receivables and cancellation policy?    I Yes    I No

Do you maintain a consumer response tracking and monitoring system?    I Yes    I No









**TCMF MARKETING PROJECT BUDGET INFORMATION (DO NOT INCLUDE GST)**

Applicant or Project Manager	Project Component	Total Equity	Total Project Costs (not including GST)	Applicant Contribution (50% of eligible costs)	TCMF \$\$\$ 50% Request
<b>Totals</b>					

Eligible costs will be confirmed by TCMF Coordinator after the application has been reviewed.

**BUDGET COMMENTS**

---



---



---



---

**SUPPLIER QUOTATION**

Applicant \_\_\_\_\_ | Date \_\_\_\_\_

Name \_\_\_\_\_

Contact \_\_\_\_\_ | Phone \_\_\_\_\_ | Fax \_\_\_\_\_

E-mail \_\_\_\_\_ | Website \_\_\_\_\_

Supplier \_\_\_\_\_

Contact \_\_\_\_\_ | Phone \_\_\_\_\_ | Fax \_\_\_\_\_

Brief description of product / service being supplied:

\_\_\_\_\_

\_\_\_\_\_

Quoted price, *including gst*:

Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**This form is supplied simply as a convenience to the supplier and the applicant. It is not meant to be a binding agreement. Copies should be included with your application to the Tourism Co-operative Marketing Fund. To be copied by the applicant and used as often as required.**

**STATEMENT BY APPLICANT**

On behalf of and with the authority of the applicant, I/we certify that:

- A. the information given in support of this application for assistance is true, correct and complete in every respect;
- B. the applicant is aware that the information contained herein can be used for the assessment of project eligibility and for statistical reporting;
- C. the applicant understands that the information contained in this application or submitted to the department in connection with the application is subject to disclosure under the territorial *Freedom of Information and Protection of Privacy Act*;
- D. the applicant accepts sole responsibility for the expenditure of all funds awarded;
- E. the applicant has read and understands the information contained in the Application Form; and
- F. successful applicants will be required to enter into a legal agreement with the Department regarding expenditure of funds, as per the YTG *Financial Act*. If this is a partnership each representative must sign the application form.

**Authorized Signing Officer (for Applicant)**

Name (print)	Position or Title	Signature	Date

*In the case of a joint application, all parties to the application must sign.*

**Authorized Signing Officer (for Applicant)**

Name (print)	Position or Title	Signature	Date

*In the case of a joint application, all parties to the application must sign.*

**Authorized Signing Officer (for Applicant)**

Name (print)	Position or Title	Signature	Date

*In the case of a joint application, all parties to the application must sign.*

**Authorized Signing Officer (for Applicant)**

Name (print)	Position or Title	Signature	Date

**Please Note— While every effort will be made to fund qualified applicants, financial support of what appears to be a qualified project is not guaranteed. Be sure to discuss your project/application in detail with the TCMF program officer.**

Provide here, any additional information you think might assist the TCMF program officer with the evaluation of your project application.

---



---



---



---



---



---



---

**FOR FURTHER INFORMATION PLEASE CONTACT**

Shanna Epp, Department of Tourism and Culture

**Phone:** 867-393-7133 or toll free 1-866-310-8263 **email:** tcmf@gov.yk.ca **web:** www.travel Yukon.org