



TOURISM CO-OPERATIVE MARKETING FUND | 07/08



# TRADE & CONSUMER SHOW

Application Form



## TOURISM CO-OPERATIVE MARKETING FUND 07/08

### TRADE AND CONSUMER SHOWS IMPLEMENTED BY TOURISM INDUSTRY ASSOCIATION OF THE YUKON (TIA 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<sup>1</sup> 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 and/or partnerships, 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.

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<sup>1</sup> 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 contract requirements

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

- Approved consumer shows, trade shows and/or MC& IT shows. Eligible costs include transportation to and from the destination, accommodation in-destination and registration and booth rental incidentals ie. electricity, carpet rental etc.
- Sales missions in partnership with an approved Destination Marketing Organization to primary and secondary geographic markets as noted in the 2007–2008 Tourism Yukon Strategic Plan. Eligible costs include:
  - 50% of transportation costs to and from the destination and 50% of car rental costs (including fuel) in-destination;
  - 50% of meeting room rental in-destination;
  - 50% of accommodations costs in-destination to a maximum of \$200 CDN per night for a total of five nights.
- Sales calls for tourism businesses to primary and secondary geographic markets as noted in the 2007–2008 Tourism Yukon Strategic Plan. Eligible costs include:
  - 50% of meeting room rental in-destination;
  - 50% of car rental costs in-destination up to a maximum of seven days;
  - 50% of ground transportation in destination up to \$100/day maximum 7 days (ie. taxi, bus, subway, etc);
  - 50% of accommodation costs in-destination up to a maximum of \$200.00 CDN per night for a total of seven nights.
- Travel for meeting and event bid presentations. Each event must be sanctioned by the Yukon Convention Bureau, be feasible within the infrastructure of the Yukon, and have secured all financial commitments for hosting the event in advance of the bid presentation or submission.

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

- 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, brochures, logos, business cards, posters, per diems, out-of-territory vehicle rentals (except in the case of sales calls or missions), airline bonus points, site inspections, projects already completed.
- 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 TIA Yukon and Tourism Yukon.

### **APPROVAL OF PROPOSALS**

- Applications to the TCMF will be reviewed by the YTMP Coordinator to ensure that all the requirements are met.
- Once all requirements are met to the satisfaction of the YTMP 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 CEO of TIA Yukon for signature.

### **OTHER REQUIREMENTS**

- Successful applicants must sign a contract with TIA Yukon related to the project. The contract will outline the obligations of each party.
- Reporting requirements must be completed and returned in accordance with the terms and conditions of the contract 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 contract must be approved by TIA 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 TIA Yukon staff, Tourism Yukon staff or auditors.

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

**COMPANY PROFILE**

What tourism products or services does your company provide?

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How long have you been selling these products/services?

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

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

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What tourism market(s) do you normally target?

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

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

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If attending an international trade show or market place, are you familiar with the appropriate foreign cultures and business practices?

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

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#### 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)

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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 in 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 so, is it updated on a regular basis?    I Yes    I No

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

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

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

**Application to the Trade and Consumer Show Fund**

**APPLICANT INFORMATION**

Name of organization/Legal entity \_\_\_\_\_

Address \_\_\_\_\_

City/Town \_\_\_\_\_ | Prov/Ter \_\_\_\_\_ | Postal Code \_\_\_\_\_ | Website \_\_\_\_\_

Authorized official/Contact person \_\_\_\_\_ | Position/Title \_\_\_\_\_

Telephone \_\_\_\_\_ | FAX \_\_\_\_\_ | E-mail address \_\_\_\_\_

New initiative | Yes | No (If no, indicate number of years initiative implemented) \_\_\_\_\_

Assistance may be provided for attendance at industry approved consumer and/or trade shows. If you have an interest in attending a show that does not appear on the approved list, please provide as much information as possible including a show brochure or website address.

Name of show \_\_\_\_\_

Location \_\_\_\_\_ Dates: \_\_\_\_\_

Are you a TIA Yukon member? | Yes | No

Do you have a trade show display booth (or access to one)? | Yes | No

Do you have professionally prepared display materials or are willing to produce same? | Yes | No

How will you recognize the Government of Yukon's contribution at the trade or consumer show?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Application to the Trade and Consumer Show Fund**

Please provide the total estimated costs of attendance at this show, including gst.

Who will be attending the show and what is their role in your business?  
\_\_\_\_\_

Transportation \$ \_\_\_\_\_

Accommodation \$ \_\_\_\_\_ Trade show registration fee \$ \_\_\_\_\_

Trade show Rental Expenses \$ \_\_\_\_\_ TOTAL \$ \_\_\_\_\_







**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 TIA Yukon regarding expenditure of funds.

**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 TIA Yukon.**

Provide here any additional information you think might assist the TIA Yukon officer with the evaluation of your project application.

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**FOR FURTHER INFORMATION PLEASE CONTACT**

TIA Yukon, 3-1109 First Avenue  
**Phone:** 867-668-3331 **email:** tiayukon@klondiker.com **web:** www.travelyukon.org