



# PROGRAM GUIDELINES

## Marketing and Event Partnership Program Spring 2022

### Program Overview:

The Marketing and Event Partnership Program gives Saskatchewan-based, tourism-focused businesses and organizations opportunities to partner with Tourism Saskatchewan. The program supports the promotion of tourism products, services, attractions and events to audiences within and outside of the province, and the creation of quality content marketing assets.

The following categories are available for support:

- Online Marketing Development
- Content Development
- Market Research
- Digital Marketing
- Traditional Media Advertising
- Marketplace Tradeshows

### Assistance:

- The program is competitive and application-based. Approved partners may receive up to \$15,000 of support.
- Please note applications submitted without a marketing plan will not be considered for funding support.

### Eligible Applicants:

- Legally registered Saskatchewan-based tourism organizations that have been in operation since April 1, 2021.
- Incorporated community non-profit organizations.
- Urban and rural municipalities.
- Indigenous communities/groups.
- Community associations.
- Private operators.
- Applicant(s) must be in good standing with Tourism Saskatchewan and all Government of Saskatchewan ministries, Crown Corporations and agencies.

### Ineligible Applicants:

- Charity fundraisers.
- Retail consortiums.
- Anniversaries or reunions.
- Canada Day celebrations.

- Homecomings.
- Seminars and clinics.
- Religious and political gatherings.
- Restaurants, Nightclubs & Bars

#### **Program Requirements:**

- Marketing and content development activities must promote a tourism business, attraction, experience, festival, or event. Packaged activities or travel offers are preferred.
- Applicants must demonstrate alignment with Tourism Saskatchewan's brand pillars: Land and Sky, Time and Space, and Community. Review [Bringing the Saskatchewan Tourism Brand to Life](#) and learn how to weave the brand themes into your activities.
- Project should demonstrate alignment with [Tourism Saskatchewan's identified target markets](#). Preference will be given to applicants who demonstrate a commitment to digital readiness, content development and market identification.
- Traditional marketing activities must occur at least 40 km outside of the project location and be designed to attract tourists to the promoted event, business, attraction, or experience.
- Research Projects require consultation with Tourism Saskatchewan prior to submission.
- Traditional marketing tactics that are part of a full marketing plan will be considered.
- A Marketing Plan is a required. If you do not have a marketing plan, reach out to us at [mepp@tourismsask.com](mailto:mepp@tourismsask.com) for assistance.
- Project must take place between April 1, 2022 and February 15, 2023.

#### **Ineligible Expenses:**

- ALL product development costs. Such requests should be directed to Tourism Saskatchewan's [Community Experience Cluster Program](#) and the [Diversification and New Market Program](#).
- Any expenses subsidized fully or partially by other programs offered by Tourism Saskatchewan or any Government of Saskatchewan ministry, Crown Corporation or agency.
- Taxes such as GST and PST.
- Capital assets – video production or photography equipment, software, display units and other associated marketplace items and operating costs.
- Services or work directly undertaken or provided by the applicant, such as salaries and benefits, travel costs or sales to a third-party supplier.
- In-kind contributions (e.g., travel time or travel expenses to accompany a third-party supplier, food or accommodations for a third-party supplier).
- Commercial sales and/or promotion of real estate.
- Prizes, giveaways and merchandise.
- Salaries, wages and management fees.
- Mobile Apps.
- Logo/Brand development costs.
- Research subscriptions.
- Self-published marketing material (such as but not limited to posters, brochures, handbills, tickets, rack cards and event programs).
- Self-promotion of consumer marketplace attendance.
- Licence fees.

**Application and Evaluation Process:**

- **New Applicants - Prospective applicants who have not applied in a previous intake are required to complete a mandatory questionnaire by Tuesday, February 22, 2022.** Once the questionnaire has been submitted and reviewed with prospective applicant, access will be provided to the online application form.
- The mandatory questionnaire can be found on the Marketing and Events Partnership Program Business Hub Page located [here](#). Once submitted, a confirmation of receipt will be sent by email.
- **Returning Applicants** – if you have previously applied to MEPP and are interested in applying for a new project, please contact us at [MEPP@tourismsask.com](mailto:MEPP@tourismsask.com) to receive a link to the application.
- **Online application forms must be completed by 11:59 p.m. CST March 15, 2022.** An example of the application can be found [here](#). Please note, only applications submitted online will be accepted. No other format will be accepted.
- Preference will be given to applications that include a fully developed, evidence-based marketing plan.
- Tourism Saskatchewan reserves the right to postpone or suspend the Marketing and Event Partnership Program without notice.
- Applications for Market Research initiatives require prior consultation with Tourism Saskatchewan prior to submission.
- Tourism Saskatchewan reserves the right to validate the qualifications for third-party service providers before services are rendered.
- Applications will be reviewed by the Marketing and Events Program Committee. All applicants will receive a response within two months of the program closing date.

**Table A - MEPP 2021 Eligible Expenses**

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Online Marketing Development</b></p> <p><b>Description:</b> Marketing development activities that improve business online presence in the areas of website user experience, social audience engagement, and online reviews.</p> <p><b>Supplier Requirements:</b> All activities <b>must</b> be delivered through a qualified third-party service provider.</p>	<p><b>Website Development</b></p> <ul style="list-style-type: none"> <li>• Complete website rebuilds</li> <li>• Mobile website upgrades</li> <li>• Website content updates (includes translation costs)</li> <li>• User-experience upgrades such as: website add-ons/plugins enabling customer interactions with the business website in real-time (i.e. online reservations, booking and payment)</li> </ul>
	<p><b>Search Engine Optimization (SEO)</b></p>
	<p><b>Website content management services</b> (excluding domain registration and monthly hosting fees)</p>

<p><b>Maximum Support Level:</b> up to 100%</p>	<p><b>Online Software Platform Subscriptions (Self-managed)</b> Annual and semi-annual subscriptions to online software platform services that help the business self-manage day-to-day tasks related to customer engagement and business reputation:</p> <ul style="list-style-type: none"> <li>• Customer Relations/Feedback Management – e.g. MailChimp, Constant Contact, SurveyMonkey</li> <li>• Social Media Account Management – e.g. Hootsuite, HubSpot</li> <li>• Online Reputation Management, including account set-up and platform orientation (onboarding) fees</li> </ul>
	<p><b>Online Software Platform Management (Supplier-managed)</b></p> <ul style="list-style-type: none"> <li>• Monthly cost to have an eligible subscription based online software platform managed by a qualified supplier on behalf of the business.</li> </ul>
	<p><b>Digital Marketing Strategy Development</b></p> <ul style="list-style-type: none"> <li>• Costs related to the development of an evidence based strategic plan specific to Digital Marketing activities (excludes consultancy fees and market research costs).</li> </ul>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Content Development</b></p> <p><b>Description:</b> Development activities that result in visual or written content for business website development, online presence development, advertising and promotional materials.</p> <p><b>Supplier Requirements:</b> All eligible activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 100%</p>	<p><b>Content Asset Creation</b> Written content, photography, and videography. <b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Video production services (pre and post)</li> </ul>
	<p><b>Social Media Content Creation and Account Management (supplier-managed)</b></p> <ul style="list-style-type: none"> <li>• Social media page account creation, page set-up and design for Facebook, Instagram, YouTube and LinkedIn.</li> </ul> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Monthly cost to have a qualified supplier create, schedule, and post content on behalf of the business, on their social media pages.</li> </ul>
	<p><b>Content Strategy Development</b></p> <ul style="list-style-type: none"> <li>• Costs related to the development of an evidence-based strategic plan specific to social media activities for business accounts (excludes consultancy fees and market research costs).</li> </ul>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Market Research</b></p> <p><b>Description:</b> Research activities that provide market insights and analysis to position your businesses and inform marketing decisions.</p>	<ul style="list-style-type: none"> <li>• Consumer market research (e.g., A/B testing, competitor analysis, market trend analysis, target audience identification, etc.)</li> <li>• Customer experience research (e.g., customer journey mapping, customer sentiment and satisfaction, brand health, etc.)</li> <li>• Panel research (includes panel access fees)</li> <li>• Market segmentation</li> </ul>

<p><b>Consultation with Tourism Saskatchewan is required prior to application submission</b></p> <p><b>Supplier Requirements:</b> All eligible activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 100%</p> <p><b>Funding will not be provided in three successive years.</b></p>	<ul style="list-style-type: none"> <li>• Economic impact studies</li> <li>• Complex data analysis (excludes software licensing fees)</li> </ul>
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Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Digital Marketing</b></p> <p><b>Description:</b> Digital marketing activities that promote marketing channels owned by the business such as the business website, landing pages and social media pages or channels.</p> <p><b>Supplier Requirements:</b> Activities can be managed and delivered either in-house <b>or</b> through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 100%</p>	<p><b>Targeted Digital Advertising Campaigns</b> Display or video advertising on websites that target a defined consumer audience.</p>
	<p><b>Search Engine Marketing Campaigns (SEM)</b> Online search advertising such as Google Ads.</p>
	<p><b>Social Media Marketing Campaigns (SMM)</b> Social media advertising such as Facebook ads and/or boosts.</p>
	<p><b>Set-up costs and campaign management fees for all items listed above</b></p>
	<p><b>Digital Marketing Strategy Development</b> Costs related to the development of an evidence based strategic plan specific to Digital Marketing activities (excludes consultancy fees and market research costs).</p>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Traditional Media Advertising</b></p> <p><b>Description:</b> Marketing activities that promote your tourism business. These activities <b>must</b> be part of an integrated, multi-faceted marketing campaign that include eligible Digital Marketing activities.</p> <p><b>Supplier Requirements:</b> Activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to 50%</p>	<ul style="list-style-type: none"> <li>• Television Ads</li> <li>• Radio Ads</li> <li>• Display Ads in publications (Newspapers, Magazines, Periodicals, etc.)</li> <li>• Billboards - Standard &amp; Digital (includes production and placement costs where applicable)</li> </ul>

Funding Support Category	Marketing Activities Eligible for Funding Support
<p><b>Marketplace Tradeshows</b></p> <p><b>Description:</b> Attendance at consumer marketplace events or tradeshows for up to two attendees.</p> <p><b>Supplier Requirements:</b> Asset development activities <b>must</b> be delivered through a qualified third-party service provider.</p> <p><b>Maximum Support Level:</b> up to \$3,000 per show</p>	<p><b>Attendance costs:</b></p> <ul style="list-style-type: none"> <li>• Booth space rental</li> <li>• Booth furnishings rental</li> <li>• Return transportation</li> <li>• Accommodations (individual)</li> <li>• Meals</li> </ul> <p><b>Display booth asset development:</b></p> <ul style="list-style-type: none"> <li>• Display unit design and artwork costs</li> </ul> <p><b>Associated costs/service fees:</b></p> <ul style="list-style-type: none"> <li>• Advance booking deposit fees</li> <li>• Advance shipping costs and onsite storage of display units</li> </ul>