



Marketing and Events Partnership Program Spring 2022 APPLICATION FORM

Disclaimer:

This is an example of an application form and is provided for instructional purposes only. To receive a link to the application, please contact MEPP@tourismsask.com

Applicant Checklist:

Ensure that the following documents are submitted:

- Online Program Application Form
- Marketing Plan
- Third-party supplier quotes

All information submitted by the applicant during the application process is confidential in nature and not shared outside of the Tourism Saskatchewan program requirements.

Business Profile Information

Operating Name: Click or tap here to enter text.

(The name you use in your day-to-day operations and to advertise your business)

Legal Entity name: Click or tap here to enter text.

(If your business is registered under an alternative name, please provide that name)

Address

Mailing address: Click or tap here to enter text.

City/Town: Click or tap here to enter text.

Postal Code: Click or tap here to enter text.

Business Telephone Number: Click or tap here to enter text.

Website: Click or tap here to enter text.

Business Email: Click or tap here to enter text.

Tourism Product Classification: Click or tap here to enter text.

**Outfitters are required to provide a Saskatchewan Environment Outfitting License #*

What is your organizational structure: Click or tap here to enter text.

Are there any special licenses, permits or insurance requirements needed to legally operate your business in Saskatchewan: Click or tap here to enter text.



Indicate what is required and why: Click or tap here to enter text.

Is the organization Indigenous owned and/or operated? Click or tap here to enter text.
(optional)

Have you previously received funding support from this program? Click or tap here to enter text.

If so, is your project complete and have all the reporting requirements, including expense receipts and Project Summary, been submitted? Click or tap here to enter text.

Please indicate in which Provincial Constituency the project will occur: Click or tap here to enter text.

Business Social Pages and Traveler Review Site Accounts

- 1. Social Pages:** Click or tap here to enter text.
(Select all that apply and provide a page link for each)
- 2. Online Review Site Accounts:** Click or tap here to enter text.
(Select all that apply and provide a page link for each)
- 3. Do you collect contact information from your customers:** Click or tap here to enter text.
If you selected YES, how do you use it? Click or tap here to enter text.

Organization/Business info

1. Describe your tourism offering – What makes you unique? What are you doing well? What make you stand out in Saskatchewan’s tourism industry? Use this as an opportunity to “sell” your business.

Marketing Project Name and Timeline

- 1. Marketing Project Name/Title:** Click or tap here to enter text.
- 2. Project Start Date:** Click or tap here to enter text.
- 3. Project End Date:** Click or tap here to enter text.

Project Contact Person

The person completing this application must be owner/director/manager or employee of the business/organization.

- 1. Project Contact Person Name:** Click or tap here to enter text.
- 2. Project Contact Person Title/Position:** Click or tap here to enter text.
- 3. Project Contact Person Email:** Click or tap here to enter text.
- 4. Project Contact Business Telephone Number:** Click or tap here to enter text.
(If different than provided in Business Profile)
- 5. Project Contact Address:** Click or tap here to enter text.
(If different than provided in Business Profile)

Current Market Overview

Please upload your detailed, written Marketing Plan.

Target Market Overview

Who is your target customer in terms of age, marital status, profession, income level and origin (rural/urban)?

Click or tap here to enter text.

Current Marketing Activities A Marketing Plan is required in order to submit your application. If you do not have a Marketing Plan, please contact mepp@tourismsask.com

Which of the following marketing activities do you currently use to promote your business/organization? (select all that apply)

- Online search ads (Google Ads)
- Targeted website display/video ads
- Social media ads (e.g. Facebook ads/boosts)
- Newspaper/Magazine ads
- Radio ads
- Television ads
- Billboards
- Other: _____

What are the main objectives that you expect from your Current Marketing Activities? (e.g. boost sales, target new customers, increase social follows, achieve higher ratings, get more positive reviews, etc.) Click or tap here to enter text.

How do you currently measure the performance of these marketing activities to determine if they meet your marketing objectives? Click or tap here to enter text.

Marketing Project Description

Briefly describe your marketing project in a few sentences to summarize your need:

- 1. What is the primary business goal for this project? What issue or issues do you need this project to help remedy so you can achieve it?** Example: improve online presence (to improve search ranking and/or increase positive reviews), identify new markets (to expand customer base), provide online booking and payments (to increase sales opportunities)
Click or tap here to enter text.
- 2. What types of marketing activities will you initiate through this project? How will they help solve the business problem(s) identified above?** Example: need to increase sales during slow times. Marketing Project – digital advertising campaign that targets consumer interested in my business offering who are directed to my new website where they can now book and pay on their mobile device. Click or tap here to enter text.
- 3. How will you determine the return on investment for this project? What changes to the business do you expect as a result of this project? How will you measure these changes? Over what period? What will you base your measurements against for comparison?** Example: “We expect this new website project to increase online visits to our website from (identified target market) by 10% over the next 12 months as compared to 2019.”
Click or tap here to enter text.
- 4. Have you, or will you be applying for other public or private funding to support this project?**
Click or tap here to enter text.
- 5. Provide the name(s) of other funding partner(s), both public and private, contributing to this project and the amount of support provided:** Click or tap here to enter text.
- 6. When do you plan your marketing and advertising activities?** Click or tap here to enter text.
- 7. Which method best describes how you allocate funds for your marketing and or/advertising expenses?** Click or tap here to enter text.
- 8. Which of these situations best describes how you currently manage and deliver your marketing activities?** Click or tap here to enter text.
- 9. Does anyone at your business have formal marketing experience or training?**
Click or tap here to enter text.
If you answered YES, please explain: Click or tap here to enter text.

Project Funding Support Information

IMPORTANT! Please refer to the Program Guidelines section titled: Table A – MEPP 2022 Eligible Expenses to help guide your responses to the following questions.

Funding Support Category – Please select the categories that apply to your project:

Online Marketing Development: Click or tap here to enter text.

Content Development: Click or tap here to enter text.

Market Research: Click or tap here to enter text.

Digital Marketing: Click or tap here to enter text.

Traditional Media Advertising: Click or tap here to enter text.

Marketplace Tradeshow: Click or tap here to enter text.

Online Marketing Development (Note this section only appears if you select it as one of the Funding Support Categories)

Marketing development activities that improve a business' online presence in the areas of website user experience, social audience engagement, and online reviews. Activities must be delivered via a qualified third-party service provider.

Select all that apply to this project:

- Website Development
- Online Booking/E-commerce
- Search Engine Optimization (SEO)
- Website translation costs
- Subscriptions to self-managed online platforms
- Website content management services
- Online platform management (supplier managed)
- Digital marketing strategy development (supplier managed)
- Other: _____

Total amount for all Online Marketing Development activities: Click or tap here to enter text.

Total amount your organization is contributing to these Online Marketing Development activities: Click or tap here to enter text.

Total amount you are requesting from Tourism Saskatchewan for these Online Marketing Development activities: Click or tap here to enter text.

Provide the business name(s) and website address(es) of the third-party supplier(s) that will be rendering services for the activities selected above: Click or tap here to enter text.

Content Development (Please note this section only appears if you select it as one of the Funding Support Categories)

Activities that result in the development of visual or written content for business website development, online presence development, advertising and promotional materials. All activities must be delivered via a qualified third-party service provider.

Select all that apply to this project:

- Photography/Videography
- Video production services (pre and post)
- Written content
- Content Strategy development
- Social Media Content Creation and Account Management
- Social Media Influencer campaigns
- Other: _____

Total amount for all Content Development activities: Click or tap here to enter text.

Total amount your organization is contributing to these Content Development activities: Click or tap here to enter text.

Total amount you are requesting from Tourism Saskatchewan for these Content Development activities: Click or tap here to enter text.

Provide the business name(s) and website address(es) of the third-party supplier(s) that will be rendering services for the activities selected above: Click or tap here to enter text.

Market Research (Note this section only appears if you select it as one of the Funding Support Categories)

Research activities that provide market insights and analysis to position your business and inform marketing decisions.

IMPORTANT! Additional consultation with Tourism Saskatchewan is required prior to a market research application submission. If you have not yet consulted with Tourism Saskatchewan regarding your research project, contact us at mepp@tourismsask.com

- I have consulted with Tourism Saskatchewan on my plans for this category and details are provided below.
- I have not consulted with Tourism Saskatchewan.

What are your research objectives? Click or tap here to enter text.
(i.e. what do you hope to learn from conducting this research?)

Will you be conducting the research yourself or hiring an external consultant? Click or tap here to enter text.

Do you have a plan for gathering your data (e.g. survey, focus group, interviews, etc.)

Click or tap here to enter text.

What questions will you be asking your research participants?

Click or tap here to enter text.

How do you intend to use the research you gather to support your overall marketing goals and objectives? Click or tap here to enter text.

Total amount for all Market Research activities: Click or tap here to enter text.

Total amount your organization is contributing to these Market Research activities: Click or tap here to enter text.

Total amount you are requesting from

Tourism Saskatchewan for these Market Research activities: Click or tap here to enter text.

Provide the business name(s) and website address(es) of the third-party supplier(s) that will be rendering services for the activities selected above: Click or tap here to enter text.

Digital Marketing (please note this section only appears if you select it as one of the Funding Support Categories)

Digital marketing activities that promote marketing channels own by the business (website and social media pages/channels). Activities can be managed and delivered either in-house or via qualified third-party services provider where indicated.

Please select all that apply to this project:

- Targeted Digital Advertising Campaigns
- Search Marketing Campaigns (SEM)
- Social Media Marketing Campaigns (SMM)
- Campaign set-up/management fees

Total amount for all Digital Marketing activities: Click or tap here to enter text.

Total amount your organization is contributing to these Digital Marketing activities: Click or tap here to enter text.

Total amount you are requesting from Tourism Saskatchewan for these Digital Marketing activities:

Click or tap here to enter text.

Provide the business name(s) and website address(es) of the third-party supplier(s) that will be rendering services for the activities selected above: Click or tap here to enter text.

Traditional Media Advertising (please note this section only appears if you select it as one of the Funding Support Categories)

Marketing activities that promote your tourism business.

Select all that apply to this project:

- Print Publication Ads
- Radio commercials
- Television commercials (includes online pre-roll video ads)
- Outdoor Advertising - standard and/or Digital Billboards

Total amount for all Traditional Media Advertising activities: Click or tap here to enter text.

Total amount your organization is contributing to these Traditional Media Advertising activities: Click or tap here to enter text.

Total amount you are requesting from Tourism Saskatchewan for these Traditional Media Advertising activities: Click or tap here to enter text.

Provide the business name(s) and website address(es) of the third-party supplier(s) that will be rendering services for the activities selected above: Click or tap here to enter text.

Marketplace Tradeshow

Attendance at consumer marketplace events or tradeshows for up to two attendees.

1. **What is the name(s), date(s), and location(s) of the Marketplace Tradeshow(s) you are attending?** Click or tap here to enter text.
 2. **What OTHER marketing tactics are you using to target show attendees in this market?** Click or tap here to enter text.
 3. **What is the size of the targeted market? (e.g. local visitors, visitors from outside the local area, etc.)** Click or tap here to enter text.
 4. **Why did you select this market/marketplace to promote your business?** Click or tap here to enter text.
 5. **What is the overall budget to attend this marketplace?** Click or tap here to enter text.
 6. **Total amount your organization is contributing to these Marketplace Tradeshow activities:** Click or tap here to enter text.
 7. **Total amount you are requesting from Tourism Saskatchewan for these Marketplace Tradeshow activities:** Click or tap here to enter text.
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IMPORTANT!

For your application submission to be deemed complete and ready for review, the following items must be provided for each supplier named in each of the Funding Support Categories you selected:

- Supplier Information & Qualifications
- Supplier Cost Estimate

Note: Must include an itemized description and cost breakdown for each service provided.

What is the total amount of your request to Tourism Saskatchewan? (Please ensure that this total includes the total amount you are requesting of Tourism Saskatchewan from each funding support category) [Click or tap here to enter text.](#)

What is the total amount your organization is contributing to this project?

[Click or tap here to enter text.](#)

EXAMPLE