

# Marketing and Event Partnership Program (MEPP)

Spring 2022

## FREQUENTLY ASKED QUESTIONS

### 1. What is Tourism Saskatchewan's role in the Marketing and Event Partnership Program?

Tourism Saskatchewan developed the program with the aim of supporting the marketing activities of tourism industry businesses and organizations for the promotion of their tourism-focused products and services to [Tourism Saskatchewan's identified target markets](#).

### 2. How much time do I need to dedicate to completing this application?

This application is robust and requires a significant amount of preparation time as well as having to dedicate some time to research and new partnership formations. Our best advice is to NOT leave this application until the week before the closing date; give yourself at least two weeks to work through the process and allow an adequate amount of time to follow-up with Tourism Saskatchewan on any sections or questions that you need clarification on.

This program is extremely competitive due to high industry demand combined with finite resources available. Whether you are a first-time applicant or a returnee, it is strongly recommended that you review the information shown in the *Program Guidelines* and *Application Example* documents found [here](#). The information provided in these documents will help to familiarize you on program requirements, what questions will be asked in your application and the supplementary documents required with your submission.

### 3. After I submit my application, when will I hear if I was successful?

Two months (or less) after the closing of the intake process you will hear back from Tourism Saskatchewan as to whether your application was successful or not. Tourism Saskatchewan then follows up with the successful applicants to develop a contract that will outline deliverables, funding amounts and timelines.

Once both parties have signed the contract, an initial payment is released to the successful applicant. Five hundred dollars (\$500) is withheld pending completion of all deliverables set forth in the contract terms and conditions.

### 4. What is the timeframe for completion of proposed projects?

Each project will be different; refer to the current *Program Guidelines* document found [here](#) to verify the current intake dates and timeframes.

### 5. How do I determine if my business/organization is in "good standing" with Tourism Saskatchewan?

Upon receipt of the program applications, Tourism Saskatchewan will check internally to ensure that your organization is in good standing with all our programming and reporting procedures and does not currently have any outstanding debt with Tourism Saskatchewan.

**6. What if I cannot incorporate all the elements (under “Project Requirements”) outlined in the Program Guidelines?**

If your application does not meet all the required elements as outlined, you will not be eligible for funding through this program. Contact [mepp@tourismsask.com](mailto:mepp@tourismsask.com) and a member of the Events & Partnership Programs team will contact you to discuss further.

**7. How will my application be scored?**

Every section within the application is important, please make sure you answer each question to the best of your ability. This program is a highly competitive process with more applications than the annual budget can support.

**8. If I have already received MEPP funding this year or have an agreement that has not been completed, can I apply again?**

No. An applicant can have only one successful application per fiscal year and must have completed their current contract in its entirety before they are eligible for additional funding

**9. Do I have to use the same supplier as quoted in my application?**

No. You can use a different supplier to deliver services if your new supplier is a qualified professional capable of delivering the same or better services in accordance with program eligibility requirements. Notice of intent to change suppliers is required by Tourism Saskatchewan before beginning work with a new supplier. An approved estimate detailing scope of work may be required.

**10. Can I change the scope of my project if I have already been approved?**

Changing the scope of your project is possible if the marketing activities are in accordance with program eligibility requirements. Notice of intent to change project scope is required by Tourism Saskatchewan before proceeding as doing so will result in a breach of the contract terms and conditions. Contact [mepp@tourismsask.com](mailto:mepp@tourismsask.com) to arrange a meeting with a member of the Events & Partnership Programs team to discuss your proposed change in project scope.