

### 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](mailto: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 will be confidential in nature and not shared outside of the Tourism Saskatchewan program requirements.*

### Business Profile Information

1. **Operating Name:** Click or tap here to enter text.

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

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

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

3. **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.

**Contact Person:**

**Contact Person Title:**

**Contact person email (if different than Business email):**

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

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

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

6. **List 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.

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

8. **Have you received funding support from this or another Tourism Saskatchewan Program or training module?** Click or tap here to enter text.

**If so, list the previous support you have received, including dollar amount and outcomes** Click or tap here to enter text.

9. **In which Provincial Constituency do your primary business operations occur (as opposed to your business or organization's mailing address):** 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 – tell us about yourself. Use this as an opportunity to “sell” your business. What makes you unique? What are you doing well? What do you feel makes you stand out in Saskatchewan’s tourism industry?

## Current Marketing Activities Overview

Please upload your detailed, written Marketing Plan – A Marketing Plan is required in order to submit your application. If you do not have a Marketing Plan, please contact [mepp@tourismsask.com](mailto:mepp@tourismsask.com)

## Current Marketing Activities

- 1. 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: \_\_\_\_\_
- 2. 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.](#)
- 3. What are the main objectives of 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.](#)
- 4. 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.](#)

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## Marketing Activities Detail

Briefly describe your marketing activities for the upcoming year

- 1. How will these marketing activities help you reach your main objectives?** [Click or tap here to enter text.](#)
- 2. How will determine the return on investment for your marketing activities? Please consider the following in your answer: 1) the changes to your business as a result of your marketing activities; 2) how you will measure those changes; 3) the time period of your measurement; and 4) what you will base your measurements against (eg. previous years).** 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.](#)
- 3. Are you or have you applied for other public funding to support these activities?**

Click or tap here to enter text.

4. **Provide the name(s) of other public funding partner(s) contributing to these activities and the amount of support provided:** Click or tap here to enter text.
5. **When do you plan your marketing and advertising activities?** Click or tap here to enter text.
6. **Which method best describes how you allocate funds for your marketing and or/advertising expenses?** Click or tap here to enter text.
7. **Which of these situations best describes how you currently manage and deliver your marketing activities?** Click or tap here to enter text.
8. **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.
9. **Provide a list of partnership recognition opportunities available to Tourism Saskatchewan should your project be approved.** Examples include: ads in programs, tickets to events, logo on website, etc.

SAMPLE

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## Marketing Funding Support Information

**IMPORTANT!** Please refer to the Program Guidelines section titled: **Table A – MEPP 2023 Eligible Expenses** to help guide your responses to the following questions.

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

**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.

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**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.

**1. Please select all that apply to this project:**

- Targeted Digital Advertising Campaigns
- Search Engine Marketing Campaigns (SEM)
- Social Media Marketing Campaigns (SMM)
- Campaign set-up/management fees (via third-party professional)

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

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

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

**5. 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.

**6. Why did you select the third-party suppliers listed in question 5?**

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

Activities that promote your tourism business.

**1. Select all that apply to this project:**

- Display Ads in publications (Newspapers, Magazines, Periodicals, etc.)
- Radio commercials
- Television commercials (includes online pre-roll video ads)
- Billboards – Standard & Digital (includes production and placement costs where applicable)
- Other, please specify: \_\_\_\_\_

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

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

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

**5. 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.

**6. Why did you select the third-party suppliers listed in question 5?**

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

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.

**1. Select all that apply to this project:**

- Website build or rebuild
- Mobile website upgrade
- Website content update (includes translation costs)
- 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)
- Search Engine Optimization (SEO)
- Website content management services
- Customer relations/feedback management (e.g. MailChimp, Constant Contact, SurveyMonkey)
- Social Media account management (e.g. Hootsuite, Hubspot)

- Online reputation management, including account set-up and platform onboarding fees
- Online software platform management, including account set-up and platform onboarding fees
- Digital marketing strategy development
- Other, please specify: \_\_\_\_\_

2. **Total amount for all Online Marketing Development activities:** Click or tap here to enter text.
3. **Total amount your organization is contributing to these Online Marketing Development activities:** Click or tap here to enter text.
4. **Total amount you are requesting from Tourism Saskatchewan for these Online Marketing Development activities:** Click or tap here to enter text.
5. **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.
6. **Why did you select the third-party suppliers listed in question 5?**

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

Activities that result in 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.

1. **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, please specify: \_\_\_\_\_
2. **What is the one key marketing objective that you expect from the activities identified above?**
  - Update photos and videos for my website and digital marketing activities
  - Professionally written content for my website
  - Improve my presence on social media
  - Other, please specify \_\_\_\_\_
3. **Total amount for all Content Development activities:** Click or tap here to enter text.

4. **Total amount your organization is contributing to these Content Development activities:** Click or tap here to enter text.
5. **Total amount you are requesting from Tourism Saskatchewan for these Content Development activities:** Click or tap here to enter text.
6. **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.
7. **Why did you select the third-party suppliers listed in question 6?**

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**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!** Consultation with Tourism Saskatchewan’s Planning and Research Branch is required prior to application submission.

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

**Please select all that apply to this project:**

- Consumer market research (e.g., AB testing, competitor analysis, market trend analysis, target audience identification, etc.)
- Customer experience research (e.g., customer journey mapping, customer sentiment and satisfaction, brand health, etc.)
- Panel research (includes panel access fees)
- Market segmentation
- Economic impact studies
- Complex data analysis (excludes software licensing fees)
- Other, please specify...

**What are your research objectives?** (i.e. what do you hope to learn from conducting this research?)

Click or tap here to enter text.

**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.

**Why did you select the third-party suppliers listed in the previous question?**

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**Marketplace Tradeshow** (Note this section only appears if you select it as one of the Funding Support Categories)

**Attendance at consumer marketplace events or tradeshow 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. Please select all that apply to this project:**
  - Booth space rental
  - Booth furnishing rental
  - Transportation
  - Accommodation (individual)
  - Meals
  - Display unit design and artwork cost
  - Advance booking deposit fees
  - Advance shipping costs and onsite storage of display units
- 3. What OTHER marketing tactics are you using to target visits in this market?**  
Click or tap here to enter text.
- 4. 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.
- 5. Why did you select this market/marketplace to promote your business?**  
Click or tap here to enter text.
- 6. What is the overall budget to attend this marketplace?** Click or tap here to enter text.

**7. Total amount your organization is contributing to these Marketplace Tradeshow activities:**

Click or tap here to enter text.

**8. 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 your Marketing Plan?**

Click or tap here to enter text.

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