

### Goal

Leveraging funds to strengthen destination awareness and competitiveness. This fund has been established to support industry recovery and resiliency with a longer-term goal to elevate collective marketing, storytelling, and destination awareness in perpetuity.

### Fund Specifics

- \$50,000 available
- Maximum of \$1,000 per property available for marketing, asset development or platform development initiatives
- Tourism Kamloops to provide matched funds at 50% to be reimbursed pending project completion report remittance and proof of purchase. Net of Taxes

### Application Process

- Short application form outlining intended spend and projected timeline
- Application approval by Tourism Kamloops
- Post project report and proof of purchase within 14 days of project completion

### Criteria

- Funds to be used for marketing, asset development or platform development initiatives
- Campaign development (Third party)
  - Content Strategy
  - Asset development (Photo, Video, Blogs)
- Paid digital advertising (Google search and display, OTA digital ads, social ads, YouTube ads, sponsored content, industry listing enhancement (i.e. TripAdvisor, etc.))
- Website enhancement or redevelopment
- Asset development (Photo, Video, Blogs)
- Influencer/Ambassador partnerships
- Print advertising
- Radio/TV advertising
- Billboard advertising
- Other marketing initiatives as requested and approved

Funds may also be used to subsidize participation in current Tourism Kamloops marketing initiatives.

Funds can be used for multiple projects.

Marketing initiatives must be completed by June 15th with reporting and invoices submitted to Tourism Kamloops by June 30th.

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### Eligibility:

- Kamloops Accommodation Partner
- Member in good standing with the Kamloops Accommodation Association
- Must have funds to support project in advance and then apply for reimbursement
- Must complete application and post project summary

### Resources:

- **Referral List** - Key contractors for marketing tools  
Web designers, social media management, photographers, videographers etc.



ACCOMMODATION PARTNER  
**MARKETING CO-OP**

July 1, 2022 – June 30, 2023\*\*

## Application Form

Business:

Contact Name:

Contact Email:

Contact Phone:

Marketing Project Scope:

*(A brief description of how you would like to use the cooperative funds. Please note these funds may also be used for multiple projects.)*

Marketing Project Goals:

Project Start Date:

Project Completion Date:

Suppliers/Contractors (if any):

Project Expenses:

*(Please outline any anticipated expenses you wish to use the cooperative funds for)*


TOTAL

Name:

TO BE REIMBURSED:

*Matched Funds at 50%,  
up to a maximum of \$1000*

Signature:

Date: