

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 \$500 per stakeholder available for marketing, asset development or platform development initiatives
- Tourism Kamloops to provide matched funds at 50% of pre-tax total to be reimbursed pending project completion report remittance and proof of purchase.

Application Process

- Short application form outlining intended spend and projected timeline
- Application approval by Tourism Kamloops

Eligibility:

- Tourism Kamloops stakeholder contributing to the Kamloops visitor experience
- Identify with one of the 8 sectors of tourism (ie. accommodations, adventure and recreation, attractions, events and conferences, food and beverage, tourism services, transportation, and travel trade)
- Where eligibility is not clear, the applicant may deliver 3-4 bullet points demonstrating alignment with the tourism industry for final approval.
- Must have funds to support project in advance and then apply for reimbursement
- Must complete application or Partner Program Contract and post project summary

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.

Resources:

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



TOURISM STAKEHOLDER
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.)

Project Start Date:

Project Completion Date:

Suppliers/Contractors (if any):

Project Estimate:

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

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TOTAL

Name:

TO BE REIMBURSED:

*Matched Funds at 50%, up
to a maximum of \$500*

Signature:

Date: