



50/50 Co-op Marketing Program 2024 APPLICATION

**Application Deadlines:
February 29 & June 28**

Information to Prepare for Application

- ✓ A description of the project including target audience and implementation dates.
- ✓ The project's goal, objectives and performance measurements to be used.
- ✓ Anticipated cost breakdown and estimated overall budget.
- ✓ Information on project partners including contact names and addresses.
- ✓ Funding amount requested, including tax (ask should be for 50% of total spend)

Applicant Profile

NAME OF ORGANIZATION: _____

CONTACT: _____

PHONE: _____ EMAIL: _____

BUSINESS ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

Organizational Profile:

Brief history of organization and its tourism-related impact in Greater Vernon.

Marketing Campaign Information

Marketing Campaign Summary:

Include a brief description of the campaign or marketing tactic you are seeking 50/50 Co-op Marketing funds for. Include campaign or project timeline/run dates. Please include attachments, like mock-ups or proposals, that help describe and show visuals of the campaign.

Target Market Summary:

Describe the audiences, demographics and sectors targeted in your campaign. Include specific cities, regions or provinces where your campaign will run. The geographic targeting must be aligned with Tourism Vernon's target areas as listed in the Five-year Strategic Plan – Greater Vancouver, Victoria, Calgary, Edmonton and Ontario.





Strategy:

Describe how this campaign increases tourism-driven economic benefits to Vernon.

Does this campaign involve a partnership with a local hotel, or a collaboration with another local tourism business or stakeholder? If yes, please list all partners or collaborations involved.

Additional Information:

Any additional information you think may help the application reviewing committee understand the scope of your marketing campaign—you may include attachments with this information.

Budget & Funding Details

This 50/50 matching funding is intended to augment your existing marketing efforts and not be the sole source of funding for your businesses marketing strategy. Please list all other revenue sources funding this initiative in the campaign budget breakdown section.

Amount of funding requested:

Ask should be for 50% of total spend. \$10,000 maximum request per organization (including taxes).

Campaign budget breakdown:

Breakdown should include additional revenue sources supporting this campaign and 100% of total costs. Provide a budget outlining how awarded funds would be spent.

Costs

Eligible Cost	Cash	In-kind	Cost
Total cost			

Funding Sources

Source	Cash	In-kind	Funding	Funding Confirmed?
Total funding from all revenue sources				

Applicant Statement & Signature:

I confirm that I am authorized to sign on behalf of the organization and I acknowledge that should the application be successful, **a final report will be provided in accordance with the policy. Failure to do so will affect final payment and future requests for support.**

SIGNATURE

ORGANIZATION

PRINT NAME

DATE

Forward completed application to:
Karen Savill
Visitor Services Coordinator
Tourism Vernon
ksavill@vernon.ca
250-550-3277



- Checklist:**
- Budget breakdown
 - Quotes/estimates
 - Mock-ups/proposals