



Marketing and Events Partnership Program

Winter
2024 APPLICATION
FORM

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

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. **Contact information**

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. **How long has this business/organization been in operation?**

7. **Has there been an ownership change in this business/organization in the last 12 months?**

8. **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.

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

10. **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. Briefly* introduce us to your tourism offering. What do you do? What makes you unique? What are you doing well? What do you feel makes you stand out in Saskatchewan's tourism industry? *Note that we'd like to see a more detailed description about your business in your marketing plan. Please see the [Marketing Criteria document](#) for more.

Tourism Saskatchewan Support Received

1. Have you received funding support from Tourism Saskatchewan?
2. From which Tourism Saskatchewan program did you receive support?
 - Marketing and Event Partnership Program
 - Tourism Diversification Program
 - Achieving AWESome
 - AWEshop
 - Other _____
3. How much funding support did you receive from each program?
4. How did this funding support impact your organization?
5. Please upload the final MEPP report from your most recent agreement:

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.

Before you upload your Marketing Plan, we suggest you review the provided [Marketing Plan Criteria](#) document to ensure you have met the requirements that we are looking for in your plan.

Marketing Activities Detail

Briefly describe the activities that support your marketing.

1. Are you or have you applied for other public funding to support these activities?
Click or tap here to enter text.
2. 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.
3. Which method best describes how you allocate funds for your marketing and or/advertising expenses? Click or tap here to enter text.
4. 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.
5. Provide a list of partnership recognition opportunities available to Tourism Saskatchewan should your application be approved. Examples include: ads in programs, tickets to events, logo on website, etc.

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:

Content Development: Click or tap here to enter text.

Market Research: Click or tap here to enter text.

Digital Marketing and Development: 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.

Digital Marketing and Development (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. **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.
2. **Why did you select the third-party suppliers listed in question 5?**

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

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. **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.](#)
2. **Why did you select the third-party suppliers listed?**

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.

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?

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

Attendance at consumer marketplace events or tradeshows 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 activity:**
 - ☐ 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

Supplier Quotes and Financials

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.

Marketing and Event Partnership Program Request

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 activities described in your plan?

[Click or tap here to enter text.](#)

Please ensure that the budget section of your Marketing Plan reflects the totals that you write here. We suggest you visit the [Marketing Plan Criteria](#) document for an example.

Revenue

What was your organization's total gross revenue in the previous fiscal year?

What is your organization's projected gross revenue in the current fiscal year?

What is your organization's projected *tourism-related* gross revenue in the current fiscal year?
