



# Marketing and Events Partnership Program

Fall 2025

## 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](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.*

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### 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. **When does your business/organization operate?** Click or tap here to enter text.

9. **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.

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

11. **Does your business/organization offer any niche-based experiences or products?** Note: Offering niche experiences or products is not a requirement to receive support through this program. More information about niche markets can be found at this link: [Niche Market Research | Tourism Saskatchewan Business Hub](#)

12. **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.

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## 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.

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## 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:

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## Marketing Activities Overview

**Please upload your detailed, written marketing plan** – A marketing plan is required to submit your application. If you do not have a marketing plan, please contact [mepp@tourismsask.com](mailto: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.

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## Supplier Quotes and Financials

### IMPORTANT!

For your application submission to be deemed complete and ready for review, the following items must be provided:

- Supplier information
- Supplier cost estimate

Note: Eligible expenses in the supplier quote 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? ( )** 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 for the previous fiscal year?**

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

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