PROGRAM GUIDELINES

Marketing and Events Partnership Program 2026-27

Program Overview:
The Marketing and Events Partnership Program (MEPP) provides the opportunity for provincial tourism-focused businesses and organizations to partner with Tourism Saskatchewan. The program supports the promotion of market-ready tourism products, services, attractions, and events to audiences within and outside of the province. The program also supports the creation of quality content marketing assets.

Support is available through the following categories:

- Content Development
- Digital Marketing and Development
- Traditional Media Advertising – based on MEPP criteria
- Marketplace Tradeshow (Outfitters only)

Assistance:

- The program is competitive and application based. Exceptional applications from approved partners may receive up to $15,000 in support
- Applications submitted without a marketing plan and supplier quotes will not be considered for funding support

Eligible Applicants:

- Legally registered Saskatchewan-based tourism organizations that have been in operation on or before September 1, 2025, and meet all local, provincial, and federal requirements for operating in Saskatchewan
- Incorporated community non-profit organizations
- Indigenous/First Nation/Métis Settlement owned businesses (including Indigenous sole proprietorships) or Indigenous organizations such as Indigenous-led non-profits and organizations which include but are not limited to First Nations as represented by their Chief and Council, Tribal Councils, Indigenous Representative Organizations, Métis and Inuit organizations and Settlements as well as Indigenous/First Nation/Métis Settlement owned organizations
- Community associations
- Resort accommodations offering experiences and packages
- Private operators
- City Marketing Organizations
- Destination Marketing Organizations

Ineligible Applicants Include:

- Urban and rural municipalities
- Chambers of Commerce

- Charity fundraisers
- Retail businesses and consortiums
- Anniversaries, reunions, local sport days and homecomings
- Canada Day celebrations
- Seminars and clinics
- Religious and political organizations
- Accommodations
- Restaurants, nightclubs and bars
- Regional parks and privately-owned campgrounds
- Travel agencies
- Golf courses
- Farmer's markets
- Private developments
- Rental businesses
- Applicants with an active MEPP agreement

Ineligible Expenses:

- All product, experience development and infrastructure costs. Such requests should be directed to Tourism Saskatchewan's Tourism Development Program
- Any expenses subsidized fully or partially by other programs offered by Tourism Saskatchewan or any Government of Saskatchewan ministry, Crown Corporation or agency
- Taxes, such as GST and PST
- Capital assets – video or photography equipment, software, private highway signs, display units and other associated marketplace items and operating costs
- Services or work directly undertaken or provided by the applicant, such as salaries, wages and benefits, travel costs or sales to a third-party supplier
- Services or work provided by applicant's family members, current employees, the business owner or business partner as sub-contractors or service providers
- In-kind contributions (e.g. travel time or travel expenses to accompany a third-party supplier, food, or accommodations for a third-party supplier)
- Commercial sales and/or promotion of real estate
- Prizes, giveaways, and merchandise
- Mobile app creation and development
- Domain registration and monthly hosting fees
- Logo/brand development costs
- Research subscriptions and license fees
- Self-published marketing material (such as, but not limited to, posters, brochures, signs, handbills, tickets, rack cards and event programs)
- Sponsorships
- Self-promotion of consumer marketplace attendance
- Memberships to associations

Program Requirements:

- Applicants must be in good standing with Tourism Saskatchewan and all Government of Saskatchewan ministries, Crown Corporations and agencies

- Tourism Saskatchewan assumes no responsibility for governance and management of funded activities
- All funded applicants will be required to enter and adhere to a Contribution Agreement.
- MEPP-supported marketing activities may be highlighted and shared with other tourism stakeholders to promote the advancement of tourism growth in Saskatchewan.
- Marketing and content development activities must promote a tourism business, attraction, experience, festival or event. Packaged activities and travel offers are preferred
- Preference will be given to applicants who demonstrate a commitment to digital marketing and content development, and have identified target markets in a marketing plan
- Traditional Media Advertising activities must occur at least 40 km outside of the business/event/organization's location and be designed to attract tourists to the promoted event, business, attraction or experience
- Traditional Media Advertising will only be considered for support as part of a digital-first marketing plan
- Activities proposed for support must take place between September 1, 2026 and January 31, 2028

Application and Evaluation Process:

- **Online application forms must be completed by 5:00 p.m. CST on Thursday, October 1st, 2026**. An example of the application can be found here. Please note, only applications submitted online will be accepted. No other format will be accepted. Only one application per applicant will be considered
- Confirmation of receipt of your application will be sent by email. If you do not receive notification within two weeks, contact MEPP@tourismsask.com
- **New and Returning Applicants** - to start an application, click here
- Returning applicants are required to submit their final report from their previous agreement. Final reports are evaluated as part of the application process
- Preference will be given to applications that include a fully developed, evidence-based marketing plan. Review the Marketing Plan Criteria to ensure you meet the market planning requirement.
- Preference for funding may be given to applicants who have completed a Tourism Saskatchewan experience development program (Achieving AWEsome, AWEshop)
- Tourism Saskatchewan reserves the right to postpone or suspend MEPP without notice
- Tourism Saskatchewan reserves the right to validate the qualifications for third-party service providers before services are rendered
- Applications will be reviewed by the Marketing and Events Program Adjudication Committee for: Tourism Growth, Marketing Plan, Digital Presence, Partner Commitment to Funding/Return on Investment, and Marketing Supplier
- All applicants will receive a response within two months of the application deadline
- If you have questions about the MEPP application, please reach out to MEPP@tourismsask.com

Payment Schedules and Reporting:

- Successful applicants must sign a Contribution Agreement that outlines the payment schedule(s), reporting requirements, and contractual obligations. This agreement must be signed by an individual with designated signing authority
- The first installment of the total allocation will be released after the Contribution Agreement has been signed by both Tourism Saskatchewan and the successful applicant
- A holdback amount of $500 will be released upon approval of the submitted receipts and the final report. Detailed instructions for submitting these documents will be provided in the Contribution Agreement

- A copy of the Final Report Template can be found on the Marketing and Events Partnership Program webpage

Table A - MEPP 2026-27 Eligible Activities

- Below are eligible expense categories to help illustrate your marketing activity breakdown

Marketing Activities Eligible for Funding Support	
Content Development **Description:** Development activities that result in visual or written content for business website development, online presence development, advertising and promotional materials. **Supplier Requirements:** All eligible activities **must** be delivered through a qualified third-party service provider.	**Content Asset Creation** Written content, photography, and videography **Includes:** • Video production services (pre and post)
	Social Media Content Creation and Account Management (supplier-managed) • Social media page account creation, page set-up and design for Facebook, Instagram, YouTube and LinkedIn **Includes:** • Monthly cost to have a qualified supplier create, schedule, and post content on behalf of the business, on their social media pages
	Content Strategy Development • Costs related to the development of an evidence-based strategic plan specific to social media activities for business accounts (excludes consultancy fees and market research costs)
	Social Media Influencer Campaigns • Costs related to the creation and delivery of an Influencer's social media campaign

	Marketing Activities Eligible for Funding Support
Digital Marketing and Development **Description:** Digital marketing activities that promote marketing channels owned by the business such as the business website, landing pages and social media pages or channels. Marketing development activities that improve business online presence in the areas of website user experience, social audience engagement, and online reviews. **Supplier Requirements:** Activities can be managed and delivered either in-house **or** through a qualified third-party service provider.	Set-up costs and campaign management fees for all items
	Targeted Digital Advertising Campaigns Display or video advertising on websites that target a defined consumer audience
	Search Engine Marketing Campaigns (SEM) Online search advertising such as Google Ads
	Social Media Marketing Campaigns (SMM) Social media advertising such as Facebook ads and/or boosts **Search Engine Optimization (SEO)** **Online Software Platform Subscriptions (Self-managed)** Annual and semi-annual subscriptions to online software platform services that help the business self-manage day-to-day tasks related to customer engagement and business reputation: • Customer Relations/Feedback Management – e.g. MailChimp, Constant Contact, SurveyMonkey • Social Media Account Management – e.g. Hootsuite, HubSpot • Online Reputation Management, including account set- up and platform orientation (onboarding) fees
	Website Development • Website build or rebuild • Mobile website upgrades • Website content updates (includes translation costs) User-experience upgrades such as: website add-ons/plugins enabling customer interactions with the business website in real- time (e.g.. online reservations, booking and payment)
	Website content management services (Excluding domain registration and monthly hosting fees)
	Online Software Platform Management (Supplier-managed) • Monthly cost to have an eligible subscription based online software platform managed by a qualified supplier on behalf of the business
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Marketing Activities Eligible for Funding Support	
Traditional Media Advertising **Description:** Marketing activities that promote your tourism business. These activities **must** be part of an integrated, multi-faceted digital marketing campaign. **Supplier Requirements:** Activities **must** be delivered through a qualified third-party service provider. **Maximum Support Level:** up to 50% **Note:** Traditional Media Advertising activities must occur at least 40 km outside of the business/event/organization's location and be designed to attract tourists to the promoted event, business, attraction or experience.	• Television Commercials (includes online pre-roll video ads) • Radio Commercials • Display Ads in publications (Newspapers, Magazines, Periodicals, etc.) • Billboards - Standard & Digital (includes production and placement costs where applicable)

Marketing Activities Eligible for Funding Support	
Marketplace Tradeshows (outfitters only) **Description:** Attendance for outfitters at hunting and angling-specific consumer marketplace events or tradeshows for up to two attendees. **Supplier Requirements:** Asset development activities **must** be delivered through a qualified third-party service provider. **Maximum Support Level:** up to $3,000 per show	**Attendance costs:** • Booth space rental • Booth furnishings rental • Transportation • Accommodations (individual) • Meals **Display booth asset development:** • Display unit design and artwork costs **Associated costs/service fees:** • Advance booking deposit fees • Advance shipping costs and onsite storage of display units

Table B - MEPP 2026-27 Eligible Expenses

- Advance booking deposit fees – marketplace tradeshow only
- Advance shipping costs and onsite storage of display units – marketplace tradeshow only
- Billboard production and placement (standard and digital)
- Booth furnishings rental – marketplace tradeshow only
- Booth space rental – marketplace tradeshow only
- Creation and delivery of social media influencer campaigns
- Development of a digital marketing strategy (excluding consultancy and market research fees)
- Development of evidence-based social media strategy (excluding consultancy and market research fees)
- Display ads in print publications (newspapers, magazines, periodicals)

- Display unit design and artwork – marketplace tradeshow only
- Individual accommodations – marketplace tradeshow only
- Meals – marketplace tradeshow only
- Mobile website upgrades
- Monthly cost for supplier-managed online software platforms
- Monthly cost for third-party to create, schedule, and post social media content
- Online reputation management setup and onboarding fees
- Online software platform subscriptions (self-managed), including:
    - Customer Relations/Feedback Management (e.g. MailChimp, Constant Contact, SurveyMonkey)
    - Social Media Account Management (e.g. Hootsuite, HubSpot)
- Photography services
- Radio commercials
- Search Engine Marketing (e.g. Google Ads)
- Search Engine Optimization (SEO)
- Set-up costs and campaign management fees for digital marketing activities
- Social Media Marketing (e.g. Facebook ads, boosted posts)
- Social media page/account creation, setup, and design (Facebook, Instagram, YouTube, LinkedIn)
- Targeted digital advertising (display or video ads)
- Television commercials (including online pre-roll video ads)
- Transportation – marketplace tradeshow only
- Videography services (pre- and post-production)
- Website content management services (excluding domain registration and hosting)
- Website content updates (includes translation)
- Website development or rebuild
- Website user-experience upgrades (e.g. plugins for reservations, booking, payment)
- Written content creation