

Sector Funding Application Form

2025-2026



The application form will be available via Destination BC's Co-operative Marketing Partnerships Program (Co-op Program) online portal. The information below has been provided to support applicants with developing their application in advance of the online portal being available in September. How information is presented may change once translated to the portal.

Applications are due by 11:59 pm PST on Thursday, October 31.

- Incomplete or late proposals will not be considered.
- All funding received for successful applications must be spent by the end of the contracted term.
- Application evaluation criteria are listed in the Co-operative Marketing Partnerships Program Guidelines. Ensure your application sufficiently addresses each criterion.
- Applications must be submitted by the Project lead through the Co-op Program online portal once available or with this form.

Applicant Information

APPLICATION TYPE

- Community Consortium (three or more communities working together)
- Tourism Product/Experience Sector

LEAD ORGANIZATION

LEGAL NAME AND ADDRESS OF LEAD ORGANIZATION (Identify the Legal Entity which will be assuming financial and reporting responsibility for the Applicants. Ensure that the legal name and registered address are correct and match banking information; contracts will be drawn up with the information provided here.)

LEAD ORGANIZATION'S AUTHORIZED SIGNING AUTHORITY (Include full name, title and contact information.)

PROJECT LEAD/PRIMARY CONTACT (Include full name and contact information. This should be the Project Lead. A marketing agency, contractor or supplier cannot be the primary contact for the project. These entities should work behind the scenes to support the Project Lead.)

SECONDARY CONTACT PERSON (This should be the individual leading Project Coordination, if different than above.)

Eligibility

- (Q) Tourism Product/Experience Sectors consist of province-wide sector associations or societies with representation of province-wide (where it exists) experiential, market-ready tourism product. Sectors must represent the majority of market-ready businesses, product that is a motivating experience for travel, and be provincial in scope. If no provincial Sector organization exists, then sub-sector stakeholders should work through a Community Consortium or Regional DMO on co-operative marketing campaigns. Does your application meet the definition of a Tourism Product/Experience Sector as stated in the Co-op Program guidelines?
- Yes No
- (Q) If yes, demonstrate this. Please note that Sector marketing campaign activities should encourage participation from all sector-related stakeholders, not just members of the sector organization. Sector organizations should concentrate their collaborative marketing efforts on promoting product/experience categories with a core thematic message tailored to their relevant audience regarding the overall Sector experience. Promotion of individual businesses is not eligible.
- (Q) As the project lead, I commit to attending a minimum of three meetings with Destination BC per fiscal year, being responsive to requests and inquiries, and meeting all reporting deadlines. Please note agencies, contractors and suppliers cannot be the project lead.
- Yes No
- (Q) As the project lead, I commit to meeting all application and reporting deadlines communicated by Destination BC.
- Yes No
- (Q) I confirm Destination BC's contribution to supporting project lead, project coordination and project execution management fees will not exceed 20% of its contribution to the project.
- (Q) I confirm that all assets (content and URL) are owned by the Community Consortium or Sector (not an agency, supplier or third party).
- (Q) I confirm that I have reviewed the Co-op Program Guidelines guidelines and my application does not include ineligible activities.
- (Q) Are you a new or returning Sector?
- (Q) If returning, how are your proposed Co-op Program initiatives different than previous years? Demonstrate how your initiative has improved and evolved. This could include expanded Sector representation, additional investment from partners (communities and/or businesses), new campaigns, investment in additional eligible activities, enhanced digital readiness etc.

Project Description

- (Q) Please provide a summary of your project and its objectives. Demonstrate the economic, social, cultural, and/or environmental benefits.
- (Q) Describe how you will determine whether the project objectives have been achieved or if progress has been made in your strategic plan.

Increased Benefits of Tourism In BC

- (Q) What are your top needs periods to grow domestic tourism for your Sector?
 - Spring: March, April, May
 - Summer: June, July, August
 - Fall: September, October, November
 - Winter: December, January, February
 - None: We will pursue Visitor Education Marketing only
- (Q) Why are these seasons your top need periods or why are you are pursuing Visitor Education Marketing?
- (Q) How will your Sectors Co-op Program marketing disperse benefits across the Province?
- (Q) Please demonstrate how your Sector Co-op Program marketing initiatives directly support the promotion of each tourism region. If a region is not directly supported, please tell us why.
 - Cariboo Chilcotin Coast
 - Kootenay Rockies
 - Northern BC
 - Thompson Okanagan
 - Vancouver, Coast & Mountains
 - Vancouver Island
- (Q) Demonstrate how your initiative encourages and/or educates visitors on responsible behaviour? If this is your primary objective, demonstrate why this is needed and the behaviour your Sector is attempting to influence.
- (Q) How does your Sector and/or Co-op Program initiative demonstrate support for Indigenous tourism and/or communities?
- (Q) Demonstrate evidence of consumer demand for what your Sector offers. If Visitor Education Marketing is your Sector's primary objective, demonstrate why consumer demand requires investment from your proposed initiative. Include estimated size of the Sector, market and tourism specific growth potential, capacity and major trends in your sector and product category.

To support Destination BC in identifying data gaps, we ask that Sectors provide the following information if available. This will not impact your evaluation, unless reflected in the previous question.

To be determined; these will be shared prior to or at the All Sectors meeting in September.

Building Brand Aligned Content and a Content Commonwealth Approach

- (Q) Demonstrate how your initiative will invest in brand-aligned raw asset acquisition with the intention of attaining assets for the BC Content Hub (addition of assets to the Hub at Destination BC's discretion).
- (Q) Identify how your project(s) aligns with the provincial destination brand and marketing efforts, as well as how your project reinforces and strengthens the *Super, Natural British Columbia* destination brand. In the future, this will include the *Invest in Iconics Strategy* brand family.

Please self-identify your Sector's current brand tier and, if appropriate, your target brand tier.

- TIER 1: highly aligned: brand-aligned messaging, the use of the logo tile, and the use of at least two other brand elements (colours, photography style, font).
- TIER 2: medium alignment: use of the logo tile, as well as one other brand element (please name the element).
- TIER 3: least aligned: logo tile uses only.

Note: To use the logo tile or font, you must sign a license agreement with Destination BC each year.

- (Q) Demonstrate how your initiative is adopting a content commonwealth approach.
- (Q) Will you be acquiring third-party usage rights when engaging photographers, videographers, writers, or other content creators? If yes, demonstrate how. If not, please tell us why.

Strength of Marketing Plan

- (Q) Please demonstrate how the tourism experience or product your Sector represents is a motivating experience for travelers to or within BC?
- (Q) What are your target markets? The Co-op Program focuses on short-haul visitation, primarily from BC, Alberta and Washington.
 - British Columbia
 - Alberta
 - Washington state
 - Other Canadian Provinces
 - Other continental US states

Please select all that apply. If other, please provide the business rationale for targeting this other market. Business rationale for "other" markets must be provided to Destination BC prior to October 1st for consideration. Other international markets are ineligible. Destination BC may deny investments in markets outside of BC, Alberta and Washington if appropriate business rationale is not provided and there is not an appropriate level of investment that would generate return on investment.

- (Q) Please describe how your marketing objectives and eligible activities align and contribute to provincial strategic priorities and Destination BC’s most current Global Marketing Strategy.
- (Q) How do your eligible activities align with the Travel Path to Purchase?
- (Q) What is your Sector website? Please note the website and all content developed through all eligible activities must be owned by the Sector and not a marketing agency or supplier.
- (Q) Demonstrate how your Sector website supports mobile first?

Eligible Activities

Please indicate check each eligible activity you plan to undertake with Co-op Marketing Program funding

- | | |
|----------------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Consortium/Sector Microsite or Landing page | <input type="checkbox"/> Rack Cards |
| <input type="checkbox"/> Digital Readiness | <input type="checkbox"/> Flat Sheets |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Guides |
| <input type="checkbox"/> Paid Search /Search Engine Marketing | <input type="checkbox"/> Maps |
| <input type="checkbox"/> Paid Social Media | <input type="checkbox"/> Written Content |
| <input type="checkbox"/> Display (image and video) Social Media | <input type="checkbox"/> Market Research/Data Acquisition |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Consumer Shows |
| <input type="checkbox"/> Television | <input type="checkbox"/> Travel Media Relations |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Inclusive Marketing |
| <input type="checkbox"/> Video | <input type="checkbox"/> Visitor Education Marketing |
| <input type="checkbox"/> Native Advertising | <input type="checkbox"/> Project Lead |
| <input type="checkbox"/> Print Advertising | <input type="checkbox"/> Project Coordination |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Project Execution Management Fees |

For each checked eligible activity above, you will be asked to describe each, including:

- A short description of the eligible activity and the expected output.
- Purpose of the eligible activity.
- Budget (Destination BC contribution and applicant contribution).
- Any assumptions used to develop the budget.
- Call to Action (example: URL, Hashtag).
- Timing (anticipated start and end).
- Applicable market(s) (or All).
- The performance measure(s) you will use for each tactic.

Budget Summary and Funding Request

The budget table below is auto-populated from the information above. Please verify all information is correct. Destination BC's contribution to the total sum of Project Lead, Project Coordination, and Project Execution Management Fees cannot exceed 20% of Destination BC's contribution to the project. This must be matched, but can be exceeded (more than 20%) from the applicant's contribution. The applicant must match a minimum of 50% of the total project budget.

ELIGIBLE ACTIVITY	APPLICANT \$	DBC \$	TOTAL BUDGET
Consortium/Sector Microsite or Landing Page			
Digital Readiness			
Email Marketing			
Paid Search /Search Engine Marketing			
Paid Social Media			
Display (image and video)			
Social Media			
Radio			
Television			
Photography			
Video			
Native Advertising			
Print Advertising			
Brochures			
Rack Cards			
Flat Sheets			
Guides			
Maps			
Written Content			
Market Research/Data Acquisition			
Consumer Shows			
Travel Media Relations			
Inclusive Marketing			
Visitor Education Marketing			
Project Lead			
Project Coordination			
Project Execution Management Fees			
TOTAL			



Resources to Effectively Execute the Program

- (Q) Please demonstrate your capacity to work in collaboration with communities and businesses to execute the Co-op Program marketing initiatives identified. Identify any risks.
- (Q) Please demonstrate how your Sector attracts investment from communities (where product exists) to support the Co-op Program marketing initiatives identified.
- (Q) Please demonstrate your project coordination capabilities and ability to provide accurate and punctual reporting. What resources will be allocated and how will you communicate effectively with partners and ensure execution of the project?
- (Q) If you are a returning partner, please confirm:
- You have met all previous reporting deadlines when receiving Co-op Program funding from Destination BC.
 - Have effectively executed the agreed upon eligible activities as outlined in previous funded applications.

Funding Request to Destination BC

FUNDING SOURCES

List all organizations that have committed funds to this project and specify the financial contribution from each organization. The total should equal the applicant contribution above.

Where another provincial, federal government agency or trust has committed funds, please provide the name of the agency, the program and the amount of financial assistance received.

Applicants are required to match funding provided by Destination BC.
(See the [Co-operative Marketing Partnerships Program Guidelines](#) for details.)

FOR EACH PARTNER CONTRIBUTING FUNDS, APPLICANTS MUST PROVIDE:

Partner Organization (Name and address)

Partner Organization Contact (Full name and email)

Is the partner a Municipal and Regional District Tax (MRDT) Destination Management Organization.

Yes No

- If yes, please select the Destination Management Organization (DMO) from the list below. The MRDT [OIC/regulation](#) will be used to verify the designated accommodation area represented by the DMO.
- If no, please list the incorporated municipality and/or Regional District electoral area represented.

Public or Private Sector partner?

Is the Public or Private Sector partner owned by a First Nations community? Yes No

Tourism Region (select all that apply)

Amount contributed

Contribution confirmed Yes No

ADD AS MANY PARTNER APPLICANTS, AS REQUIRED

Total Public Sector

Total Private Sector

TOTAL

(Q) You agree to be fully transparent with all partners who are investing in this project, and will share all final reporting with them at the conclusion of the project.

(Q) You agree all information provided in this application is accurate. Any information found to be inaccurate by Destination BC may impact eligibility or funding.

SAVE/SUBMIT

