**Destination BC**

**Co-operative Marketing Partnerships Program**

**Funding Application form: 2025/2026**

Please fill in the form as it is provided below; do not alter or change the form. Please do not include graphs, visuals, or links in your responses; you may add these as an

Appendix for further background which will not be evaluated or scored. All relevant

information related to your responses must be included in the application below.

You are encouraged to complete this application via the online portal [here](https://destinationbc.my.site.com/coopmarketing/s/login/).

**Applications are due by 11:59 pm PST on Friday, November 15, 2024**.

* 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-op 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 or through this form.

If you are not using the Online Application Portal, please submit the application in **one** Microsoft Word document, **not as a PDF**. Applications must be sent by email to [coop@destinationbc.ca](mailto:coop@destinationbc.ca) as a single attachment.

All italicized text may be deleted prior to application submission.

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| **Applicant Information** | | | |
| **Application Type**  Community consortium (three or more communities working together) | | | |
| **Lead organization** (including organization name and mailing address):  **Legal name and address of lead organization** (if different from above):  *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.* | | | |
| **Partner organizations**  *List the community partner organizations including the organization name and mailing address (e.g., DMOs) that form your Community Consortium. All partners do not need to be listed here. If a DMO that geographically represents three or more communities, please list the communities you represent.* *For Regional Districts, please list the electoral areas participating in the project.* | | | |
| **Representatives**  *List name, email address and phone number of each organization’s representative.* | | | |
| **Lead organization’s authorized authority**  *Please list name, email address and phone number. Who is authorized to sign the contract on behalf of the legal entity?* | | | |
| **Primary Contact Person**  *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**  *Please list name and contact information below if there is an individual leading project coordination or an additional contact from the lead organization.* | | | |
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| **Application Proposal** |
| **Name of Initiative or Project** |
| **Eligibility**  Community Consortiums must consist of three or more communities. The marketing focus of consortiums must be on three communities or more that are focused on investing in one consumer marketing initiative (based on a strong unifying theme) that promotes all of them offering a cohesive experience to the consumer.  Q: Does your application meet the definition of a Community Consortium as stated in the Co-op Program guidelines?  *Please choose one*  Q: If yes, demonstrate this. Please note that Community Consortium initiatives cannot focus exclusively on a single sector activity or single community. For sector activities, you are highly encouraged to partner with a Tourism Experience sector organization. Promotion of individual businesses is not eligible. *In about 200 words or less*  *A:*  As the project lead, I commit to attending a minimum of three meetings with Destination BC per fiscal year, being responsive to Destination BC requests and inquiries, and meeting all reporting deadlines. Please note agencies, contractors and suppliers cannot be the project lead.  I Agree  As the project lead, I commit to meeting all application and reporting deadlines communicated by Destination BC.  I Agree  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.  I Agree  I confirm that all assets (content and URL) are owned by the Community Consortium or Sector (not an agency, supplier or third party).  I Agree  I confirm that I have reviewed the Co-op Program Guidelines, and my application does not include ineligible activities.  I Agree  Q: Are you a new or returning Community Consortium?  *Please choose one*  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 an expanded Community Consortium and additional investment from partners (communities and/or businesses), new campaigns, investment in additional eligible activities, enhanced digital readiness etc.  *Describe the general approach you plan for the proposed marketing project. Consider providing the information below.*   * *Are the needs periods effectively supported by your tactics?* * *Are project objectives supported by an appropriate mix of traditional and digital activities.* * *is your Call to Action measurable?* * *Outline the basic positioning of your product(s), including how you plan on differentiating them from competitive products/destinations.* * *Explain how your proposal's strategies are consistent with DBC's marketing strategies and contribute to the overall provincial strategic priorities. Example: Path to Purchase (Captivate, Activate, Generate, Advocate)*   A: |
| **Project Overview** |
| Q: Please provide a summary of your project and its objectives. Demonstrate the economic, social, cultural, and/or environmental benefits.  *Provide a short summary of the project in about 500 words or less.*  *Consider including:*   * *Estimated size of this market, market potential, capacity and major trends in your sector and product category.* * *Overnight visitation baseline and growth, if available, as well as revenue history (overnight visitor expenditure baseline and growth, if available).* * *A discussion of the buying habits and attitudes of consumers toward your products/services, e.g. Is there consumer demand? When do consumers travel for your product offering? Is there available capacity at that time of year?*   A:  Q: Describe how you will determine whether the project objectives have been achieved or if progress has been made in your strategic plan.  *In about 250 words or less.*  A: |
| **Increased Benefits to Tourism in BC**  Please provide a summary of your project and its objectives. Demonstrate the economic, social, cultural, and/or environmental benefits.  *Please check all regions that apply and provide an explanation below each*  Cariboo Chilcotin Coast  Kootenay Rockies  Northern BC  Thompson Okanagan  Vancouver, Coast & Mountains  Vancouver Island  What are your top needs periods to grow domestic tourism in your Community Consortium’s communities?  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 periods or why are you are pursuing Visitor Education Marketing?  A:  Q: How will your consortium’s Co-op Program initiative grow tourism during these need periods? if applicable)  A:  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 consortium is attempting to influence.  A:  Q: How does your Community Consortium and/or Co-op Program initiative demonstrate support for Indigenous tourism and/or communities?  A:  Q: Demonstrate how your initiative disperses benefits across three or more communities.  A:  Q: Demonstrate evidence of consumer demand for the unifying theme of what your Community  Consortium offers. If Visitor Education Marketing is your Community Consortium’s primary objective, demonstrate why consumer demand requires investment from your proposed initiative.  A: |
| **Building Brand Aligned Content and a Shared Content Ecosystem Approach**  Q: Demonstrate how your initiative will invest in brand-aligned raw asset acquisition with the intention of creating assets for the BC Content Hub (addition of assets to the Hub at Destination BC’s discretion).  A:  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.  A:  Please self-identify your Community Consortium’s current brand tier and, if appropriate, your target brand tier.  , 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).  , medium alignment: use of the logo tile, as well as one other brand element (please name the element).  , 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.*  Demonstrate how your initiative is adopting a Shared Content Ecosystem approach.  *Please see page 30 of the Program Guidelines for more information on the Shared Content Ecosystem.*  *Consider the following:*   * *What stories can be told about people that have been shaped by nature?* * *Are there examples of nature and culture in your consortium or sector?* * *How will you incorporate the brand attributes into your content marketing?* * *Explain what assets you will need, how you will use it, and how you will acquire those assets?* * *Do you intend to contribute to the BC Content Hub and adopt a Shared Content Ecosystem approach?*   Q: Will you be acquiring third-party usage rights when engaging photographers, videographers, writers, or other content creators?  *See section 8.4.9 of the guidelines (pg. 31) for more information on Third Party Usage Rights*  Yes  No  Q: If yes, demonstrate how. If not, please tell us why.  A: |
| **Strength of Marketing Plan**  What are your target markets? The Co-op Program focuses on short-haul visitation, primarily from BC, Alberta and Washington.  *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.*  British Columbia  Alberta  Washington state  Other Canadian Provinces  Other continental US states  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.  *To obtain a copy of the three-year Marketing Strategy, email:* [Marketing.Plan@destinationbc.ca](mailto:Marketing.Plan@destinationbc.ca)  A:    Q: How do your eligible activities align with the Travel Path to Purchase?  A:  Q: What is your Community Consortium website? Please note the website and all content developed through all eligible activities must be owned by the Community Consortium and not a marketing agency or supplier.  *URL Example:* [*www.myconsortium.com*](http://www.myconsortium.com)  A:  Q: Demonstrate how your Community Consortium website supports mobile first.  A: |

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| **Tactics**  *Please indicate with an’ X’ each tactic you plan to undertake with Co-op Marketing Program funding.*   | **X** | **Marketing Tactic** | | --- | --- | |  | 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 |   *For each tactic with a X above, list and describe each tactic below, including:*   * A short description of the tactic and the expected output * Purpose of the tactic * Budget * Call to Action (Example: URL, Hashtag) * Timing (anticipated start and end, e.g., months or seasons) * Applicable market(s) (or All) * The performance measure(s) you will use for each tactic. * More info can be found outlined in Section 8.5, Appendix 5 of the Co-op Program Guidelines.   **Example:**  **DISPLAY (IMAGE AND VIDEO)**  **Description:** Display advertising on third party sites using static image ads on XX platform  **Purpose:** To build further awareness of product/project/itinerary etc.  **Budget - Applicant:** $10,000  **Budget - DBC:** $10,000  **Call to Action**: Directed to specific consortium website or landing page www.consortiumpage.com  **Timing:** Spring Campaign (Feb - March) Fall Campaign (September - November) Winter Campaign (December - February)  A: |
| **Budget Summary and Funding Request**  Provide a detailed budget that includes the estimated costs of each tactic, the amount for each tactic being contributed by the applicant, the amount of financial assistance for each tactic being requested by Destination BC and the total budget amount.  *The applicant must match a minimum of 50% of the total project budget.*  *Identify any assumptions used to develop the budget. Please do not change the format.*   |  |  |  |  | | --- | --- | --- | --- | | Marketing Tactic | 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 | **$** | **$** | **$** |   **Funding request to Destination BC: $\_\_\_\_\_\_\_\_\_\_**  *\*Destination BC’s contribution to the total sum of Project Lead, Project Coordination, and Project Execution Management Fees cannot exceed 20% Destination BC’s contribution to the project. This must be matched but can be exceeded (more than 20%) from the applicant’s contribution.* |
| **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 initiatives identified. Identify any risks.  *Identify any relevant collaborative projects undertaken by the partner applicants in the past three to five years. Were the projects successful? Was the partnership successful? Did any tourism stakeholders (other than the partner applicants) participate?*  A:  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.  A:  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 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 in the Budget Table.*  *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. Funds provided by other BC provincial government programs cannot be matched by Destination BC*  ***All applicants will be required to match funding provided by Destination BC. (See the*** [***Co-op Marketing Program Guidelines***](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https:/www.destinationbc.ca/content/uploads/2024/09/Program-Guidelines_FY2526_FINAL2.pdf) ***for details.)***   |  |  |  |  | | --- | --- | --- | --- | | Organization Name | Partner Type  CDMO / Community / Regional District / Electoral Area / Private Sector | Contribution Amount | Contribution Confirmed Yes/No | | Lead Organization Name  *(Name and Address)* | CDMO | $ |  | | Partner Applicant A, Organization Name *(Name and address)* | Community | $ |  | | Partner Applicant B, Organization Name *(Name and Address)* | Community | $ |  | | Partner Applicant C, Organization Name  *(add more rows for additional funding sources as required)* | Regional District | $ |  | | Private Sector *(Name and Address)* | Private Sector | $ |  | | Total |  | $ |  |   Example above for illustration purposes only. Please complete using your funding partners/sources  *ADD AS MANY PARTNER APPLICANTS, AS REQUIRED*  Public or Private Sector partner?  Q: Is the Public or Private Sector partner owned by a First Nations community?  A:  Yes  No  Q: If so, please list them here:  A: |
| **Community Representation**  One of the objectives of the Co-op Program is to invest resources into marketing that supports responsible, short-haul visitation in more seasons, and more areas of the province.  *• Please list all communities represented in your application by partners.*  *• For consortium’s, this would include communities in which private sector/businesses financially*  *contributing to the program are located.*  Q: Is the partner a Municipal and Regional District Tax (MRDT) Destination Management Organization?  A:  Yes  No  Q: If yes, please select the Destination Management Organization (DMO) from the list below. The MRDT[OIC/regulation](https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/93_2013) 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.  A:  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.  Yes  No  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.  Yes  No |