

COOPERATIVE MARKETING PROGRAM 2022 APPLICATION

APPLICANT PROFILE

Name of Organization:

Contact Person:

Phone:

Email Address:

Business Address:

Organizational Profile:

Brief history of organization and its tourism-related impact on Vernon

MARKETING CAMPAIGN INFORMATION

Marketing Campaign Summary:

Include a brief description of the campaign or marketing tactic you are seeking cooperative funds for. Include campaign or project timeline/run dates. (You may include attachments, like mock ups or proposals, that help describe the campaign)

Target Market Summary:

Describe the sectors, audiences and demographics targeted in your campaign. Include specific cities, regions or provinces where campaign will run.

Strategy:

Describe how this tactic increases tourism-driven economic benefits to Vernon.

Does this campaign involve a partnership with a local hotel, or a collaboration with another local tourism business or stakeholder? If yes, please list all partners or collaborations involved.

Additional Information:

Any additional information you think may help the application committee understand the scope of your marketing campaign. (You may include attachments with this information).

BUDGET & FUNDING DETAILS

Amount of funding requested:

(not including taxes) *\$10,000 maximum request per organization

Campaign budget breakdown, including additional revenue sources:

Provide a budget, outlining how awarded funds would be spent. Include all other revenue sources supporting this campaign.

APPLICANT STATEMENT AND SIGNATURE:

I confirm that I am authorized to sign on behalf of the organization and I acknowledge that should the application be approved, **a final report will be provided in accordance with the policy. Failure to do so will affect final payment and future requests for support.**

Signature

Organization

Print Name

Date

Forward completed application to:

Hannah Lucich, Tourism Coordinator – Economic Development and Tourism
hlucich@vernon.ca / 250-550-3649