



COOPERATIVE MARKETING PROGRAM 2021 APPLICATION

APPLICANT PROFILE

Name of Organization:

Contact Person:

Phone:

Email 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? YES NO
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:

*(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

Print Name

Date

Checking this box affirms that you understand and accept the terms described in this application, and have read and understand the program guidelines.

I have read the co-op marketing guidelines document and acknowledge **events or campaigns that are cancelled are not eligible for compensation.**

Organization

Forward completed application to:

Karen Savill, Administrative Assistant – Economic Development and Tourism

ksavill@vernon.ca / 250-550-3570