



50/50 CO-OP MARKETING PROGRAM 2023 APPLICATION

**APPLICATION DEADLINES:
FEBRUARY 28 & JUNE 30**

APPLICANT PROFILE

NAME OF ORGANIZATION: _____

CONTACT: _____

PHONE: _____ EMAIL: _____

BUSINESS ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

ORGANIZATIONAL PROFILE:

Brief history of organization and its tourism-related impact in Greater Vernon.

MARKETING CAMPAIGN INFORMATION

MARKETING CAMPAIGN SUMMARY:

Include a brief description of the campaign or marketing tactic you are seeking 50/50 Co-op Marketing 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:

*Ask should be for 50% of total spend. \$10,000 maximum request per organization (including taxes)

CAMPAIGN BUDGET BREAKDOWN:

Breakdown should include additional revenue sources and 100% of total costs. 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 successful, **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:

Karen Savill, Visitor Services Coordinator – Tourism Vernon
ksavill@vernon.ca / 250-550-3277