

TOURISM THUNDER BAY CO-OP MARKETING PARTNERSHIP PROGRAM

BACKGROUND

Tourism Thunder Bay will be accepting applications for consideration of marketing assistance, through select paid advertising to out-of-city markets identified as best-bet target markets for the city. Campaigns that facilitate overnight stays by visitors to our community through the development and marketing of Partnership Packages (i.e., hotel/restaurant/attraction/experience) will be considered. Campaigns planned during off-peak travel times are encouraged but not mandatory.

Tourism Thunder Bay's participation in supporting out-of-city campaigns will strengthen Thunder Bay's brand image, will help showcase local experiences to consumers, and will encourage incremental overnight visitation to Thunder Bay, thereby boosting the local economy.

OBJECTIVE

The objectives of the Tourism Thunder Bay Co-op Marketing Partnership Program are to:

Facilitate substantive economic benefit throughout the city by promoting city of Thunder Bay experiences to targeted close-haul domestic and USA markets.

Advertise to out-of-city markets with potential to generate incremental tourism visitation and expenditures.

Strengthen Thunder Bay's tourism brand image throughout Ontario and close-haul USA markets.

Facilitate overnight stays by visitors to our community through the creation of combined experiences into ONE point of sale Package.

DEFINITIONS

For the purposes of this Program Tourism Thunder Bay defines:

- A **partnership (or consortium)** as a minimum of three or more entities plus at minimum - two accommodation partners each with separate ownership or association structures.
- A **visitor** as an individual who resides 50 km or more outside of the census metropolitan area of Thunder Bay and travels to Thunder Bay for leisure tourism purposes.
- A **package** is the linking of a number of individual products/services into a single experience, typically for a single price. It is a saleable item with a set price for a set period of time.

- **Off-peak** travel times as **January – March** and **October – December**.

ASSISTANCE

The maximum level of Tourism Thunder Bay support is as follows:

Tourism Thunder Bay will provide and deliver out-of-city advertising to a value of \$5,000(CDN) for Packaged campaigns targeting out-of-city consumers.

Tourism Thunder Bay will choose TWO campaigns per fiscal year that have the greatest potential to stimulate increased incremental visitation and visitor spending. Preferred Campaign Time Periods (based on typically off-peak travel times):

- January – March
- October – December

GUIDELINES & MANDATORY REQUIREMENTS

Successful applicants will be chosen for innovative campaigns that demonstrate:

- Potential to attract visitors from outside the City of Thunder Bay to stimulate incremental economic growth preferably during off-peak travel times.
- Generate positive tourism exposure for Thunder Bay.
- Include private or not-for-profit sector participation.

All partners must have a demonstrable financial stake in the execution of the campaign (excluding in-kind contributions).

One campaign per consortium per fiscal year will be considered. For program purposes, a fiscal year is defined as the period of January 1 to December 31. A consortium member may participate in a maximum of two consortia per year. However, the second consortium must include a minimum of two new consortium partners for a new campaign.

A lead organization for the consortium must be chosen. This lead organization will communicate on behalf of the consortium, facilitate financial arrangements, including the collection of funds and be responsible for submitting the required Post Project Report. Participating organizations are required to draft a partnership/operating agreement among themselves, signed by all partners for the duration of the project and be included with the application.

Acknowledgement, Oversight and Reporting

Chosen campaigns must obtain Tourism Thunder Bay's approval for any change to the campaign plan (once it has been approved).

All campaign marketing materials must Acknowledge Tourism Thunder Bay's support with the use of the official Tourism Thunder Bay logo as well as Ontario Yours to Discover and/or Ontario Canada logo in electronic and print media as part of a visibility campaign.

The approved campaign must provide opportunities for Tourism Thunder Bay to participate in press releases and conferences, media and trade events etc.

SUBMISSIONS:

Applicants must describe their tourism campaign, including the following:

- Campaign plan, tourism packaging opportunities and tourism sector partnerships.
- A comprehensive campaign description, including marketing strategies, tactics and costs, target markets, estimated increased overnight visitation and revenue targets.
- A clear tourism-based rationale for the proposed campaign. What makes your Package/campaign unique and appealing to an out-of-city target market?
- Any track record of previous tourism campaigns to attract significant and increased tourist visitation, domestic and/or USA visitation.

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Successful campaigns will be chosen based on program criteria and in accordance with the scoring system set out below.	
Requirement	% of Score
Campaign Description	30%
Organizational Capacity	20%
Consortium Partnership	20%
Tourism Impact	20%
Performance Measures	10%
TOTAL	100%

Tourism Thunder Bay cannot guarantee acceptance of all applicants. The decision to approve an applicant request will depend on its fit with the program's priorities, assessment criteria, the demand for support in the program and available budget funds.

Please provide a Word Document of your proposal and email it to: rmancusa@thunderbay.ca. Some applicants may need to submit their application in hard copy form. If you need to apply by paper copy, please mail your submission to:

Tourism Thunder Bay
34 N. Cumberland Street
Whalen Building, Suite 701
Thunder Bay, Ontario P7A 4L4

Application Deadlines:

For Campaigns to be executed January – March 31: **September 1 (of previous year)**

For Campaigns to be executed October – December 31: **January 31 (of same year)**

For all inquiries feel free to email or call RoseMarie Mancusa – Partnership Marketing Coordinator at rmancusa@thunderbay.ca or call 807-625-3648.