



COOPERATIVE MARKETING INVESTMENT PROGRAM 2026

GUIDELINES & APPLICATION FORM



COOPERATIVE MARKETING INVESTMENT PROGRAM 2026

The Cooperative Marketing Investment Program aims to grow Richmond's tourism revenues by increasing the capacity of our industry partners. This is achieved through investing in industry-led marketing partnerships and experience development that foster collaboration, drive return on investment and align with Tourism Richmond's business strategy.

Funding through this program can be used for partnership marketing and experience development. Along with supporting new projects, the funding can be used to complement your existing promotions to reach visitors beyond the local market. Eligible expenses include activities such as social media advertising campaigns and costs associated with hosting media representatives or content creators to help showcase your business to visitors beyond the local market.

To foster meaningful collaboration, all funded projects must include at least two businesses working together. This requirement encourages partnerships that leverage diverse strengths, resulting in innovative solutions and expanded benefits for Richmond's visitor economy.

Additionally, funded projects must primarily target visitors from outside the Lower Mainland, ensuring the program drives growth by attracting new audiences and expanding Richmond's reach beyond its local market.

New for 2026

Tourism Richmond's key marketing themes for the coming year are Culinary, Outdoor/Nature and Steveston Village. If you have a project that aligns with Tourism Richmond's key promotional pillars for 2026 you could receive enhanced support such as:

- Up to 80% matched funding
- Up to 60% permitted activity targeting audiences in Metro Vancouver
- No requirement to collaborate with another business if you include messaging highlighting Richmond as a destination in your promotions.

PROGRAM CATEGORIES

You may apply under one of 2 categories:

1. Marketing: Under the marketing category you can apply for funding towards a marketing campaign targeting visitors. The campaign must be trackable (digital preferably, however we will consider traditional) and align with Tourism Richmond's strategic plan and target markets (see page 5 of this document). Examples of marketing initiatives include:

- Integrated marketing campaigns.
- Media hosting and content creators
- Social and digital marketing campaigns.
- Consumer show attendance.
- Photography and Video for marketing purposes.
- Written Content for marketing purposes.

2. Experience Development: Investing in the development of new or enhanced tourism-related experiences supports the growth of Richmond's tourism product offering, making our city a more desirable place to visit. Experience development initiatives should enhance the visitor experience in Richmond, align with Tourism Richmond's strategic plan (see page 5 of this document) and be offered for a minimum of 3 years.

Examples of experience development initiatives include:

- Translation costs and implementation to enhance the visitor experience, such as Chinese language audio tours.
- Creative program development or development of a new tourism experience, such as a guided walking tour or food and drink experience.
- Creative development of marketing materials for the new experience.
- Consultancy costs to undertake product opportunity assessments.

Examples of collaborative projects include:

- Use content creators to create "daytrips in Richmond" reel to promote on social channels – including an attraction, restaurant, and shopping experience.
- Host media visit that showcases your businesses alongside other complementary experiences in Richmond
- Develop a family stay and play package - accommodation, admission to heritage sites, admission for 10-pin bowling.
- Develop a Foodie experience package– includes accommodation and Richmond based food tour.
- Creation of a self-guided cycling tour of Richmond – With partners including a local bike shop, a Richmond sporting venue and a cycling advocacy group.
- Richmond tasting pass – Creation of a new pass experience and promotion a pass that includes tastings at local breweries, wineries, and producers.

ELIGIBILITY

Richmond-based tourism-primary businesses or associations are eligible to apply for funding to develop compelling assets that support marketing and experience development initiatives. We also welcome applications involving public/private collaboration.

TARGET MARKETS

Projects must primarily target visitors from outside the Lower Mainland. This focus ensures the program supports efforts to attract new visitors and drive broader tourism growth for Richmond.

ELIGIBLE AND INELIGIBLE EXPENSES

ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
INTERPRETIVE PROGRAM DEVELOPMENT FOR EXPERIENCE DEVELOPMENT	
Creative program development, commentary or scripting and storytelling development, expenses for a qualified contractor to assist with the development of the experience content; asset type such as audio headsets for translation.	Salaries or wages for employees – excluding contractors.
TRANSLATION RELATED FOR THE NEW EXPERIENCE OR TRANSLATION FOR THE EXISTING EXPERIENCE	
Translation costs for the verbal or printed information that guide provides; safety information, waiver forms and other assets.	Translation to languages that are not aligned with Tourism Richmond's business strategy.
BROCHURE AND FLAT SHEET DESIGN FOR A NEW EXPERIENCE	
Design and development of a brochure or flat sheet that articulates and provides sales support of the new experience; printing brochures.	Brochure distribution.
ONLINE/DIGITAL/SOCIAL MEDIA MARKETING CAMPAIGNS	
Search engine optimization, display, email and social media advertising; the hiring of an agency to develop, implement and manage your digital promotion. Content creators and influencers.	Targeted online ads in Richmond (exceptions may apply), internal project management fees, mobile apps (exceptions may apply).
PHOTOGRAPHY AND VIDEO	
Experience-based photography and/or video that will be used for the marketing campaign or to promote the new experience.	Software, photo and video production equipment, license fees.
WRITTEN CONTENT	
Copywriting for marketing campaign, content marketing or description of experience/s for use in marketing materials	Software.
CONSUMER SHOW ATTENDANCE	
Booth registration fees, additional passes if required, and accommodation.	Travel expenses including air, ground, meals and travel incidentals; prizing, incentives and promotional items; the marketing of a consumer or tradeshow.

INVESTMENT

Initiatives may qualify for up to 60% investment from the 2026 Cooperative Marketing Investment Program. The final funding amount offered is at the discretion of Tourism Richmond.

TOURISM RICHMOND ALIGNMENT

All funded activities must be in line with Tourism Richmond's purpose, vision, mission, and strategy.

- **Purpose**
To ensure Richmond and our community benefit from a thriving visitor economy.
- **Vision**
Richmond is a can't miss part of the Metro Vancouver experience.
- **Mission**
Building Richmond's reputation and making it a desirable place to live, work, and visit.
- **Strategy**
Our strategic pillars are Community Building, Customer Engagement, and Organizational Sustainability. Through partnerships with the public and private sector, the power of our brand, and the creation of unique experiences, we will make Richmond a can't-miss part of the Metro Vancouver.

Target Markets, Seasonality and Product Theme

We will give priority to applications that focus on Tourism Richmond's key target markets and promote visitation in the shoulder seasons (non-summer).

- Key target markets:
 - British Columbia (excluding Lower Mainland)
 - Alberta
 - Washington State
- If your product has a culinary, outdoor/nature theme, or promotes Steveston as a must-visit destination you could be eligible for:
 - Up to 80% matched funding
 - Up to 60% permitted activity targeting audiences in Metro Vancouver
 - No requirement to collaborate with another business if you include messaging highlighting Richmond as a destination in your promotions.

TIMING

Initiatives must be fully completed by December 31, 2026, to be eligible for funding. Initiatives that have already taken place are not eligible.

2026 APPLICATION DEADLINE

Tourism Richmond will accept applications until Friday, October 16, 2026, or until the funding pool has been exhausted. **Applications must be submitted a minimum of one month prior to the start date of any marketing activities.**

All initiatives must end by Monday, December 14, 2026, to be eligible for 2026 funding. Funding will be awarded on a case-by-case, first-come-first-served basis. When all funds have been allocated, no further applications will be accepted.

ADDITIONAL REQUIREMENTS

- Applicant must include a business and marketing plan for the new experience or marketing initiative in their application.
- For new experiences, the proposal must include a detailed description of experience, price, time of year it is available, markets that it will cater to and supporting material required.
- Initiatives supported must include the 'In Partnership with Tourism Richmond' logo where possible on marketing materials and webpages.
- Tourism organization/partners must have an active and up-to-date profile/listing on Tourism Richmond's website. We can assist in getting you set up if you do not already have a profile.

PROGRAM RESTRICTIONS AND PAYMENT DETAILS

- Tourism Richmond may invest up to 60% of the actual cost of the project. For example, if an project costs \$10,000, the payment agreed upon at 60% is \$6,000. If the project ends up costing greater than \$10,000, Tourism Richmond will pay \$6,000 towards the total expenditure. If the project comes in below budget, Tourism Richmond will pay 60% of the lower amount.
- Funding will be provided by Tourism Richmond solely to the lead partner. It is the responsibility of the lead partner to ensure all funded project activity remains in scope as agreed with Tourism Richmond and falls within the eligible expenses set out on *Page 4* of this document.
- No retroactive funding is permitted for costs that have been incurred prior to application approval.
- After the project is complete receipts must be provided to Tourism Richmond and funding will be paid out. Tourism Richmond will not pre-pay for goods or services. All activities must have occurred and been paid for prior to the submission of an invoice for reimbursement.
- Capital type expenditures and operating costs are not eligible.
- Salaries or wages as well as management fees are not eligible.
- GST/PST expenses and in-kind contributions are not eligible.

REPORTING

All initiatives supported by Tourism Richmond must be evaluated and verified within 45 days of the project completion or before **Wednesday, January 6, 2027**, whichever comes sooner. A project is considered complete when the marketing or experience development tactics have ended, related expenses have been paid and objectives can be measured.

Tourism Richmond will supply the applicant with an evaluation form to complete. Copies of supporting documents, invoices, proof of payment etc. must be provided with the completed evaluation form to verify expenses.

Partners must supply Tourism Richmond with various statistical data, customer data and booking patterns for up to three years after the start of the initiative, this will be used for research purposes.

APPLICATION SUBMISSION

We recommend speaking to the Tourism Richmond Team prior to submitting your application to briefly discuss your project idea.

Once your application is submitted, it will be reviewed, and Tourism Richmond will provide written confirmation of the level of investment from the program in an Offer Letter.

You will need to complete the application form below in this document, in addition to the Schedule A budget spreadsheet found [here](#).

Once you have completed both documents, please email to coopmarketing@tourismrichmond.com

APPLICATION FORM

Please do not submit hand-written applications as they are often difficult to read and will delay the process. Please complete in this Word Doc and send the complete application (Word Doc & Excel Doc) by email.

SUBMISSION DATE: Click or tap to enter a date.

Please allow sufficient time (a minimum of one month) between the date of submission and the date the project will begin in order for the application to be reviewed and any necessary changes to be made.

WHICH CATEGORY WILL YOU BE APPLYING FOR?

- Marketing Partnership
- Experience Development

1. PROJECT NAME:

A) NAME OF BUSINESS APPLYING FOR FUNDING

PROJECT LEAD

Contact Name:

Company:

Address:

City, Postal

Code:

Phone No.:

Email:

Are you a not-for-profit organization? Yes No

PROJECT PARTNERS

Company:

Company:

Company:

2. DATES OF PROJECT:

Start Date: Click or tap to enter a date.

End Date: Click or tap to enter a date.

3. IDENTIFY THE TARGET MARKET(S):

If more than one market selected, please estimate the % of budget allocated to each region:

	%	Metro Vancouver		%	Washington
	%	British Columbia		%	Other State ()
	%	Alberta		%	Other International
	%	Other Province ()			()
	%	All Canada			

Indicate which specific cities you are targeting, please estimate % of provincial or State budget:

	%	Victoria		%	Other ()
	%	Seattle		%	Other ()
	%	Calgary		%	Other ()
	%	Other ()		%	Other ()

4. IDENTIFY THE SEASON THE CAMPAIGN IS TARGETING:

If more than one season is selected, please estimate the % of budget allocated to each season:

	%	Winter		%	Spring		%	Summer		%	Fall
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5. DOES YOUR PRODUCT ALIGN WITH TOURISM RICHMONDS KEY MARKETING THEMES FOR 2026?

Culinary

Outdoor/nature

Steveston Village

6. DESCRIPTION *Please provide an overview of the project*

6. MARKETING OBJECTIVE AND PERFORMANCE MEASURES *(expected return on investment):*

Examples of possible performance measures include attendance, impressions, views, clicks, referrals, sales, etc.

When completing this section, include at least one objective that sets a target for increased revenue. For objectives that are providing a year over year increase, please indicate the previous year's benchmark (i.e.: To increase sales by xx 2025, up from xxx in 2024).

What target/goal are you hoping to achieve?	What date will results be available?

7. ESTIMATED PROJECT BUDGET:

Please download the [Schedule A Excel Spreadsheet](#)

Now fill out **sheet one** of **Schedule A – Estimated Project Budget and Partner Contribution Excel Spreadsheet**. On this spreadsheet record all estimated expenses for your project, excluding GST. Tourism Richmond will allocate funding based on this budget, if expenses or vendors change during the project period inform Tourism Richmond as soon as possible because this will affect your funding application.

8. PARTNER REVENUE (IF APPLICABLE):

Now fill out **sheet two** of **Schedule A – Estimated Project Budget and Partner Contribution Excel Spreadsheet**.

By submitting this application to Tourism Richmond, we

- a) declare that we understand the eligibility criteria and program audit requirements.
- b) acknowledge that any approval of a Tourism Richmond investment into a marketing project is based upon our acceptance of the Cooperative Marketing Funds Guidelines.
- c) acknowledge that Tourism Richmond reserves the right to amend or rescind its approved investment if the project is not completed, the evaluation report is not submitted or lacks sufficient detail, or the program was materially different than represented in this application.
- d) agree to notify Tourism Richmond in writing for further approval if there are changes to the program or if additional expenses are incurred that were not included in this application.

Project Manager:

Signature:

Please send completed forms to coopmarketing@tourismrichmond.com

Would you like to receive Tourism Richmond Industry E-newsletters? Yes No