



EVENTS AND FESTIVALS INVESTMENT GUIDELINES

COOPERATIVE MARKETING INVESTMENT PROGRAM

EVENTS AND FESTIVALS MARKETING INVESTMENT GUIDELINES

Events and festivals marketing investment supports the growth of Richmond's tourism industry by investing in industry-led marketing initiatives to increase their marketing capacity, resulting in increased tourism revenues. Events and Festivals provide numerous benefits to the community and tourism. They can increase visitation, encourage repeat visitation, generate revenue and reduce season fluctuations. Investment in events and festivals is to assist in their growth and development with an end goal of financial sustainability.

Events and festivals should:

- Attract and encourage overnight visitation
- Be of interest to a visitor and not just the local community
- Preferably be for two or more days, or have pre/post activities that would extend a visitor's time in Richmond. For example, an event could take place on one day, however there could be activities, entertainment, exhibitions etc. relating to the festival on the days leading up to and after the event day.
- Admission should be trackable through fees or other measures, so success can be measured
- Help reduce seasonal fluctuations and align with Tourism Richmond's strategic plan and target markets (British Columbia (excluding the Lower Mainland), Alberta, Washington State and China)

Initiatives covered in events and festivals marketing, but are not limited to:

- Integrated marketing campaigns
- Social and digital campaigns, outdoor, print, radio and TV advertising
- Enhances to the event or festival

Eligibility

The Event/festival is hosted by a Richmond based tourism organization, non-profit association, community group or private operator - in partnership with another tourism business.

Non-profit or community organizations that have an annual marketing budget of less than \$20,000 are eligible to apply for funding without partners. Non-profit or community organizations that have an annual marketing budget of more than \$20,000 are required to apply for funding as a marketing partnership with a minimum of one additional tourism partner. Events hosted by private organizations may be eligible with a tourism organization partner.

Initiatives must end by December 31, 2019 to be eligible for 2019 funding.

2019 Application deadline

Tourism Richmond will accept applications for 2019 from January 2 until October 11, 2019, or until the funding pool has been exhausted. **Applications must be submitted a minimum of one month prior to start date of any marketing activities.**

All initiatives must end by December 31, 2019 to be eligible for 2019 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.

Investment

Events and Festivals may qualify for up to 50 per cent investment from Tourism Richmond, up to a reasonable maximum, based on the initiative and organization for a maximum of three years. An additional three years of investment (at a reduced leverage for each additional year) may be available if steady and considerable revenue growth has occurred in the first three years.

Eligible and ineligible expenses*

All applications must demonstrate a new or enhanced integrated marketing campaign and/or new enhancement to the event. **Other expenses may be considered on a case by case basis.*

Eligible Expenses	Ineligible Expenses
AGENCY	
Strategic direction, creative development, copywriting, production and media buying & PR	Management fees charged over the cost of eligible expenses
BROCHURE DISTRIBUTION	
Bulk postage and costs to employ a brochure distribution company	Administrative mailing expenses such as the purchase or stamps or mileage
MEDIA AND PUBLIC RELATIONS ACTIVITIES (INCLUDING FAMILIARIZATION TOURS)	
Economy airfare to bring individual media influencers to Richmond.	Incidentals such as telephone and internet, cancellation fees, fees for upgrades, Tourism Richmond-led events and activities
Accommodation: A maximum investment of up to \$150/day or \$250/day for premium property/season (plus taxes but excluding GST/PST)	
Hosting: Maximum investment of \$175/person/day (combined) for the following:	
<ul style="list-style-type: none">Meals (hosting)Ground transportationAttraction and event admissionGratuities: Maximum of up to 18%	
ONLINE/DIGITAL/SOCIAL MEDIA	
Search engine optimization (SEO), display, email, social media, and mobile advertising; the hiring of an agency to develop, implement and manage your digital purchases and social media community will be considered on a need of the organization.	Targeted online ads in Richmond (exceptions may apply), project management fees, mobile apps (exceptions may apply).

OUTDOOR, PRINT, RADIO AND TELEVISION ADVERTISING

Preferably as part of an integrated marketing campaign the ad must showcase the festival/event with a unified tourism message and a single call to action or a website landing page - this should be trackable.

Individual advertisements as a standalone marketing initiative.

Additional requirements

- Tourism Richmond may ask to be part of the event/festival committee
- Tourism Richmond may ask to place a tracking pixel on website or on ad media
- Marketing expenses covered in funding must be targeted to consumers outside of Richmond
- Marketing activities supported must include the 'In Partnership with Tourism Richmond' logo
- Tourism organization/partners must have an active and updated profile/listing on Tourism Richmond's extranet – TRIP, Tourism Richmond's Information Portal and Tourism Richmond website.

Program restrictions and payment details

- If Tourism Richmond agrees to invest 50% into an initiative that costs \$30,000, the payment agreed upon is \$15,000. If the incentive ends up costing greater than \$30,000, Tourism Richmond will still only pay \$15,000 towards the initiative. If the initiative comes in below budget, Tourism Richmond will only pay 50% of the lower amount.
- No retroactive funding is permitted for costs that have been incurred prior to the 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 are not eligible.
- In-kind contributions are not eligible.

Reporting

All projects supported by Tourism Richmond must be evaluated and verified within 45 days of the project completion. A project is considered complete when the marketing tactics or event/festival have ended, related expenses have been paid and objectives can be measured.

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

Application submission

It is recommended that you contact Tourism Richmond's Industry Development Manager prior to submitting your application to discuss your concept. At this stage, the Industry Development Manager will discuss ideas and review the investment criteria. After discussing the project, a written application is required. Once the application is submitted, it will be reviewed and Tourism Richmond will provide written confirmation of its level of investment.

Application forms are available through the Industry Development Manager or online at **VisitRichmondBC.com/Industry** and should be emailed to coopmarketing@tourismrichmond.com