



PARTNERSHIP MARKETING INVESTMENT GUIDELINES

COOPERATIVE MARKETING INVESTMENT PROGRAM



PARTNERSHIP MARKETING INVESTMENT GUIDELINES

The Partnership Marketing Investment program 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. Marketing activities should demonstrate a collaboration between partners such as partnered package (for example an accommodation and attraction package) or a creative concept that unifies the partners (a number of businesses joining together to create one campaign/selling point or experience). Through marketing partnerships, you can strengthen your product offering and reach new customers.

Partnership marketing initiatives should:

- Demonstrate collaboration between partners such as a partnered package. Associations do not need to partner as they are already representing a group of businesses
- Have one call to action – one landing page, one creative, one concept that unifies partners
- Be trackable – preferably digital, however traditional marketing will be considered
- Align with Tourism Richmond's strategic plan and target markets (British Columbia (excluding the Lower Mainland), Alberta, Washington State and China)

Initiatives covered in Partnership Marketing include, but are not limited to:

- Integrated marketing campaigns
- Social and digital marketing campaigns
- Outdoor advertising, print advertising, radio and television
- Consumer show attendance
- Media and PR activities
- MICE (meetings, incentives, conventions and events) – hosting business contacts, enhancements
- Travel Trade – hosting

Eligibility

Partnered marketing initiatives must involve investment from two or more tourism-primary businesses/organizations. If one of the partners is a non-traditional tourism partner, the application may be considered if at least one partner is a tourism-primary business/organization.

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

Investment in partnership marketing activities may qualify for up to 50% leveraged investment from Tourism Richmond 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 should demonstrate an integrated marketing campaign that communicates a clear, consistent voice and look across all channels. Stand-alone traditional tactics, such as a stand-alone print, radio or TV ad may not eligible. **Other expenses may be considered on a case by case basis.*

Eligible Expenses	Ineligible Expenses
AGENCY	
Strategic direction, creative development, copy writing, production and media buying & PR	Management fees charged over and above 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
CONSUMER SHOW ATTENDANCE	
Booth registration fees, additional passes if required, and accommodation (one room per partnership with maximum investment from Tourism Richmond up to \$150/day (plus taxes but excluding GST/PST)	Travel expenses including air, ground, meals and travel incidentals; prizing, incentives and promotional items; the marketing of a consumer or tradeshow
MEDIA AND PUBLIC RELATIONS ACTIVITIES (INCLUDING FAMILIARIZATION TOURS)	
<p>Tourism Richmond may ask to include a member of their Communications team to help host the guest.</p> <p>Economy airfare to bring individual media influencers to Richmond. Accommodation: A maximum investment of up to \$150/day or \$250/day for premium property/season (plus taxes but excluding GST/PST)</p> <p>Hosting: Maximum investment of \$175/person/day (combined) for the following:</p> <ul style="list-style-type: none"> Meals (hosting) Ground transportation Attraction and event admission Gratuities: Maximum of up to 18% 	<p>Incidentals such as telephone and internet, cancellation fees, fees for upgrades, Tourism Richmond-led events and activities.</p>

Eligible Expenses	Ineligible Expenses
MEETINGS, INCENTIVES, CONVENTIONS, EVENTS	
<p>Tourism Richmond may ask for a representative to attend the Business development familiarization trips and events in Richmond.</p> <p>As part of the funding agreement, Tourism Richmond will be given the opportunity to present a Richmond orientation to the guests, a suitable venue should be provided for this.</p> <p>Economy airfare to bring business contacts to Richmond. Accommodation: A maximum investment of up to \$150/day or \$250/day for premium property/season (plus taxes but excluding GST/PST).</p> <p>Hosting: Maximum investment of \$175/person/day (combined) for the following:</p> <ul style="list-style-type: none"> Meals (hosting) Ground transportation Attraction and event admission Gratuities: Maximum of up to 18% 	<p>Incidentals such as telephone and internet, cancellation fees, fees for upgrades, Tourism Richmond-led events and activities.</p>
ONLINE/DIGITAL/SOCIAL MEDIA	
<p>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.</p>	<p>Targeted online ads in Richmond (exceptions may apply), project management fees, mobile apps (exceptions may apply).</p>
OUTDOOR ADVERTISING	
<p>Advertisement must be part of an integrated, multi-faceted marketing campaign; leverage will be on a case-by-case basis.</p>	<p>Billboards as a stand-alone marketing activity.</p>
PRINT ADVERTISING	
<p>Design and development of a single advertisement or brochure that showcases the partnership in a unified manner. This should include a single call to action or a website landing page with links to partner websites – this should be trackable.</p>	<p>Production of single operator advertisements or brochures.</p>
RADIO AND TELEVISION	
<p>A single advertisement that showcases the partnership in a unified manner. This should include a single call to action or a website landing page with links to partner websites – this should be trackable.</p>	<p>Production of single operator advertisements.</p>

TRAVEL TRADE

Tourism Richmond may ask for a representative to attend the Travel Trade familiarization trips in Richmond.

Incidentals such as telephone and internet, cancellation fees, fees for upgrades, **Tourism Richmond-led** events and activities

As part of the funding agreement, Tourism Richmond will be given the opportunity to present a Richmond orientation to the guests, a suitable venue should be provided for this.

Economy airfare to bring business contacts to Richmond

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:

- Meals (hosting)
- Ground transportation
- Attraction and event admission
- Gratuities: Maximum of up to 18%

Additional requirements

- 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.
- Tourism Richmond may ask to place a tracking pixel on website or on ad media

Program restrictions and payment details

- If Tourism Richmond agrees to invest 50% into an initiative that costs \$30,000, the payment agreed 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 marketing 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 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

We recommend contacting 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