



Cariboo Chilcotin Coast Tourism Marketing Association FESTIVAL & EVENT – PROPOSAL GUIDELINES (April 2019 – March 2020)

The Cariboo Chilcotin Coast Tourism Marketing Association (CCCTMA) provides the opportunity to access Municipal Regional District Tax (MRDT) funds to help promote community Festivals and Events. The following document is designed to provide you with the guidelines for preparing a Festivals and Events Proposal submission.

The CCCTMA is providing resources to the promotion of community Festivals and Events to:

- 1. Increase overnight stays in Cariboo Chilcotin Coast region.**
- 2. Increase attendance at community Festivals and Events.**
- 3. Promote the region's history, culture, arts and activities.**

Target Markets: Target markets must be at least a three-hour drive from the Festival or Event. Therefore, eligible supported marketing and advertising efforts must be directed in markets more than 300 kilometers away from the location of the festival or event.

Promote “Overnight Stays”: All eligible supported marketing and advertising efforts must encourage and imply an “overnight stay” in the region. For example, in a print ad, the text “*Come for the Excitement, and stay for the Weekend*” would meet this requirement.

Eligible Marketing & Advertising Activities: Eligible activities can include display advertising, newspaper, radio, television, social media and collateral material intended to be distributed out of region (event calendars, posters, etc).

Application Process: The Festival or Event will submit the Festival & Event Proposal application form. Each eligible marketing or advertising activity must include a predetermined gross cost attached to it. The CCCTMA will select and approve partnerable initiatives and let the Primary Marketing Contact Person know which items on the application have been approved and what level of funding will be provided.

How to Receive Funding: The Festival or Event will individually complete and pay for each of their marketing or advertising initiatives. The Festival or Event *must submit a package* in order to receive funding for the approved marketing initiatives. **This package must include all of the following in order to receive funding:**

- 1. Media Invoices (PAID) from vendors for the approved marketing or advertising initiatives.**
- 2. Invoice (from you/applicant to CCCTMA), showing total amount spent (*less GST*) with each vendor AND showing 50% of these amounts, which is what you would be reimbursed by CCCTMA.**
- 3. A .pdf, .jpeg, audio file, or video file (if applicable) of each marketing or advertising activity, promotional piece, etc. to be partially funded by the CCCTMA.**
- 4. A Summary Report that will include:** Estimated number of visitors to your festival or event; actual number of visitors to your festival or event; survey of your visitors including demographic information about your visitors (age, sex, city of residence), method of travel to your festival or event, purpose of visit to our region (work, family, vacation), reason for attending your festival or event, highlights of your festival or event, and areas to improve your festival or event; Recommendations for next year's marketing or advertising initiatives based on

survey results; Key Learning Outcomes from your festival and event; and if applicable to the activity, their respective marketing metrics.

Graphic Standards: All approved marketing activities must adhere to CCCTMA graphic standards. In most “print material” cases, the Cariboo Chilcotin Coast region logo must be represented correctly. After an application has been approved, the Festival or Event must contact the CCCTMA for information on proper use of graphic standards. A proof of each promotional piece must be sent to the CCCTMA proposal contact (listed in footer) for approval **before** it runs to ensure it meets graphic standards. If the graphic standards are not met the Festival or Event will not be reimbursed for the respective activity.

Ineligibility: Festivals or Events that are currently receiving funding from the CCCTMA for Partner Marketing or Consumer Show Funding are not eligible for funding through this Festival & Events Proposal.

Submissions: Festival & Event proposals will be considered on a first come first served basis and will be approved or rejected based on their individual merit in achieving the activity purposes as noted above and on the completeness of the submitted application.

Application submissions should be brief and include the following information:

1. Basic description and history of event, including past attendance
2. Description of community involvement and support
3. Other local and/or regional stakeholders participating in the festival or event
4. Complete listing of all proposed marketing and advertising activities with budget amounts
5. Dates of marketing activities and advertisements (Material Deadline and Run Date)
6. Contact person for the publications with phone number and address

Submissions will be reviewed by the Cariboo Chilcotin Coast Tourism Marketing Association and applicants will be informed of our decisions in a timely manner. **Submissions and any questions on these guidelines or the proposal application are to be directed to the CCCTMA proposal contact person listed in the footer of this document.**