



Cariboo Chilcotin Coast Tourism Marketing Association
APPLICATION FOR MARKETING PROJECT FUNDING

(April 2024 – March 2025)

Application Deadline: January 19, 2024

How does the Marketing Project Funding work?

CCCTMA Marketing Funding is a **Digital First**, dollar matching marketing program, aiming to increase awareness and conversation for our partners, with two categories you can opt from (please check the program you would like to run). Final intake deadline is January 19, 2024, **OR** until budget is committed.

- CCCTMA investment will not exceed 50% of the proposed total cost of the Project.
- The programs priority areas are:
 1. Digital Advertising - social media, display & other search engine advertising campaigns
 2. Content Creation – video & imagery
 3. Influencer Marketing – content creation and campaign running in partnership with Social Influencers
 4. Organic Social Media and Website – creation and maintenance
 5. Printed Materials – traditional advertising & production of guides and maps

What can the Marketing Project Funding be used for?

Authorized purposes of CCCTMA Marketing Project Funding will be directed towards **tourism marketing programs** and **projects** aligned with CCCT’s Marketing Strategy to promote the Cariboo Chilcotin Coast region as a global tourism destination and improve brand awareness and conversion of our local tourism operators and stakeholders. To learn more about our Marketing Strategy, please visit the link - [Cariboo Chilcotin Coast Tourism Marketing Association’s 5 Year Tourism Plan](#).

How will successful funding requests be determined?

Eligible funding requests must meet all requirements cited above. Annual budget allocations are approved by a representative Marketing Committee made up of tourism business owners, operators, and managers. All applications must be received by January 19, 2024, to be included in the annual budget proposals to the Marketing Committee for our 2024-25 budget meeting.

Are you applying for funding to attend a consumer show?

We have a separate program for that! Please see our [Applications for Funding](#) page for the Consumer Show program guidelines and applications.

How are you partnering with us?

- Buy-in – CCCTMA will build the campaign in partnership with you, run, and report results (fill out **area 1** and **sign** the form)
What’s your expected investment? - \$_____
- Funded – you will build, run, and report campaign results (fill out **all** areas and **sign** the form)

Please submit all applications and inquiries to Rodrigo Landim, Director of Marketing
T: 250-392-2226 ex. 208 TF: 1-800-663-5885 e-mail: marketing@landwithoutlimits.com



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Area 1 – Partner Information

Name of Business/Organization			
Contact Person			
Phone			
Email			
Address			
City		Postal Code	

Name of Project	
Project Location	

Area 2 - Marketing Project Tactics (for Funded projects only)

Item	Brief project description	
Paid Advertising <small>Digital, social media & influencer marketing</small>		\$
Video & Photography		\$
Social Media		\$
Website		\$
Printed Materials <small>Brochures, guides & maps Printed ads</small>		\$

Project Budget	\$
Proponent	\$
CCCTMA	\$
Other sources	\$

Target Markets	100%
BC	%
AB	%
USA	%

Please attach samples of a past marketing project from your organization (digital advertisement, video campaign, social media campaign etc.):

Authorized Contact Person Signature

Date

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