



**TOURISM ABBOTSFORD
MARKETING GRANT APPLICATION**

MARKETING INITIATIVE NAME: _____

APPLICANT INFORMATION (Lead entity applying for funding & assuming reporting responsibility):

Organization Information	
Organization Name:	
Applicant Type: (e.g., non-profit, charity, sole proprietor, corporation)	
Address:	
City, Postal Code:	
Contact Information	
Contact Name:	
Position/Title:	
Phone No.:	
Email:	

A. SUMMARY OF MARKETING INITIATIVE:



B. KEY MARKETING MESSAGING

Please define your value proposition and outline the key marketing messaging that will help increase awareness of what there is to do in Abbotsford and attract incremental visitors from outside the local area:

C. BRAND-ALIGNMENT

Please describe how this project aligns with Tourism Abbotsford's [annual marketing plan](#):

D. WHAT MARKETS WOULD YOU LIKE TO ATTRACT?

Is your marketing initiative targeting a specific market? If so, how much of your marketing budget would be allocated to each market?

%	Fraser Valley	%	Other BC
%	Metro Vancouver	%	Ontario
%	Washington	%	Other Canada
%	Alberta	%	Other US State

E. WHAT MONTHS WILL THE MARKETING INITIATIVE BE ACTIVE?

January	February
March	April
October	November
December	

F. MARKETING CHANNELS

What marketing channels will be used?

TV	Consumer Show
Out-of-Home (Billboard, Bus Wrap, etc.)	Print Collateral (Flyers, Rack Cards, Brochures)
Newspaper/Magazine, Print, Advertising	Media Relations
Digital Marketing – Display	Digital Marketing – Paid Search, Paid Social Media
Radio	

G. BUDGET SUMMARY

Anticipated Marketing Expenses	Total Budget
Total Marketing Budget	\$

H. FUNDING SOURCES

If other companies will be participating in the campaign or initiative, please note what each is committing toward the overall budget.

Revenue Source (list lead business first followed by any participating partners if applicable)	Amount
Total	\$

I. FUNDING REQUEST

Funding request to Tourism Abbotsford: \$ _____

(Grant requests must not exceed 75% of the total marketing budget outlined above.)

J. MARKETING EXPENDITURES

What were your company's marketing expenditures (approximately) in 2022? \$ _____

What are your company's anticipated annual marketing expenditures in 2023? \$ _____



K. SIGNATURE

Applications must be emailed to Connie Hackett at chackett@tourismabbotsford.ca (you will receive an email confirming that your application has been received).

Please sign below to confirm that you have read the Marketing Grant Program Information and that you would like to submit your application for consideration.

Signature of Applicant/Representative

Date Signed