

# MARKETING GRANT

PROGRAM INFORMATION

I - LEAD  
A B B Y



TOURISM  
ABBOTSFORD

## MARKETING GRANT PROGRAM INFORMATION

### PURPOSE

The purpose of the Tourism Abbotsford Marketing Grant is to support marketing initiatives for tourism-related products, services or experiences that contribute to attracting visitation (day or overnight) to Abbotsford during the shoulder season (September through May).

### 1. PROGRAM DETAILS

The Marketing Grants are intended to:

- Increase general awareness of what there is to do in Abbotsford,
- Increase the economic and social benefits that flow from tourism to Abbotsford residents,
- Drive incremental visitor spending in the off-peak season (Fall, Winter, Spring).

### 2. GRANT CRITERIA

To qualify for funding, the following criteria must be met:

- Be a small to medium-sized tourism (ie. arts and culture, sports and events, farm experiences, culinary, etc.) or hospitality-related business or organization based in Abbotsford,
  - For any business or organizations based outside of Abbotsford, but hosting an event in Abbotsford, refer to the [Sports & Events Hosting Grant](#),
- Marketing tactics are generally intended for an audience outside of Abbotsford,
- Marketing tactics must have clearly defined and measurable objectives,
- Grant requests must not exceed 75% of the total marketing budget for the tactics,
- Businesses/organizations may only apply for one marketing grant per year.

### 3. PROGRAM RESTRICTIONS & PAYMENT DETAILS

- All funding must be spent by the completion of the product or experience and cannot be carried over,
- No retroactive funding is permitted for costs incurred prior to application approval,
- Company salaries, wages and management fees are not eligible (see Section 4 for a complete list of eligible and ineligible expenses),
- This grant cannot be combined with the Tourism Abbotsford Sports & Events Hosting Grant
- Organizations can partner with other companies to implement cooperative marketing initiatives,
- Applicants must ensure marketing complies with Provincial and Federal advertising regulations and may not contain messaging that may reasonably be considered to be racist, xenophobic, sexist, transphobic, agist, homophobic, or hateful in nature,
- GST expenses are not eligible,
- In-kind contributions are not eligible.

### 4. ELIGIBLE ACTIVITIES

- **Tactic Development** - Third-party contracting for designing and development of a marketing tactic or program.
- **Consumer-Focussed Asset Development** - Design and development of marketing assets (photography, videography, brochures, web design, etc.)
- **Agency** - Strategic direction, creative development of ad design, copywriting, production, media buying and PR.
- **Digital Marketing** - Search Engine Marketing, Display Advertising, Email Marketing, Paid Social Media, hiring of an agency to develop, implement and manage digital purchases and social media content planning.
- **Traditional Advertising** - Print, Newspaper, Magazine, Out-of-Home Advertising (Billboard, bus wrap), Radio/TV.
- **Distribution** - Bulk postage and costs to ensure mass distribution of marketing collateral (brochures, rack cards, etc.).
- **Consumer Shows** - Registration fees and accommodation (one room up to \$250/day).
- **Media Relations** - *This tactic requires consultation from Tourism Abbotsford's media relations team.* Travel and Hosting expenses (including food and beverage) to bring individual media/influencers to Abbotsford.

## 5. INELIGIBLE ACTIVITIES

- **General Administrative Costs** - Including salaries, office expenses, rent and other normal costs of business.
- **Application Submission Costs** - Any costs associated with developing and submitting applications for funding.
- **Developing Strategic Plans** - Includes new and existing marketing plans.
- **Website** - Any maintenance, design and/or hosting that is not directly related to the marketing campaign.
- **Travel Costs** – Other than to consumer shows, hotel expenses above room fee and parking.
- **Capital Costs** – Including equipment or software purchases, any capital costs associated with marketing activities (such as vehicle leasing, brochure display racks), rental or lease of equipment or facilities.
- **Contra or In-Kind Contributions** – Including but not limited to accommodation honorariums for emcee or speakers, transportation, meeting space, admissions and passes, etc.

## 6. FUNDING

The fund has a rolling intake and will consider applications on a first-come, first-served basis until all funding for the year is awarded, up until April 30<sup>th</sup>, 2024. Applicants may apply to receive a maximum funding contribution of \$5000.

Applications must be submitted electronically via email. All applicants will receive a notification of the receipt of their application.

Funding is contingent upon:

- Submission of a completed Application Form and signed Partnership Agreement;
- The total amount of funds available; and
- Adherence to the Partnership Agreement.

The tourism-related products or experiences must launch or take place between September 2023 to May 2024 or September 2024 to May 2025.

## 7. FUNDING PAYMENT

If your application is approved, 75% of the marketing grant will be issued upon receipt of the signed Partnership Agreement, your logo, and proof of insurance. The remaining 25% will be issued upon completion of an end-of-project report.

Applicants must provide copies of receipts to support any expense claims. Tourism Abbotsford will require the return of any unspent funds or funds spent on ineligible activities.

## 8. APPLICATION PROCESS

To apply, you must complete an application form and submit it with any supplemental materials to Connie Hackett at [chackett@tourismabbotsford.com](mailto:chackett@tourismabbotsford.com).

Applicants are not guaranteed funding and may not receive all the funds requested. Applications will be evaluated by a committee comprised of members of the Tourism Abbotsford marketing team and a Board of Directors representative. Recommendations for funding approval and amounts will be made to the Tourism Abbotsford Board of Directors who will have the final decision on any applications. The decisions of the Board are final and not subject to appeal.

The evaluation committee reserves the right to recommend the applications which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet the goals of the program.

Applications will be evaluated using a rubric which is weighted as follows:

- Helps increase awareness of what there is to do in Abbotsford (10%)
- Potential to attract incremental visitors from outside the local area (25%)
- Increase overnight stays in Abbotsford (25%)
- Increase the economic and social benefits that flow from tourism to Abbotsford residents (20%)
- Drive seasonal dispersion through the off-peak seasons (Fall, Winter, Spring) (15%)
- Foster interest from new product sectors and new visitor demographics (5%)

Examples of tourism-related products or experiences that may be considered include:

- A film festival wants to increase attendance by promoting their event to indie film lovers in Southwestern BC. They want to run a contest supported by digital ads.
- An agritourism operator wants to attend a consumer show in Vancouver to promote their experience and products to the Metro Vancouver market.
- A winery is hosting a series of long table dinners and wants to promote the experience to the Seattle market by hiring a marketing agency to develop and execute a digital campaign.
- A hotel would like to promote how accessible its property is by getting new imagery to use on its website and social posts.
- A local art gallery wants to promote its new exhibit opening in a few weeks by hosting a media event.
- A group of local breweries want to attract more visitors from Metro Vancouver, they partner with a couple of Abbotsford hotels to run a Sip & Stay package.

Successful Applicants must:

- a) Commit to a formal signed contract, known as a Partnership Agreement, which outlines the obligations of Tourism Abbotsford and the Applicant.
- b) Provide a high-resolution version of your organization's logo and accompanying guidelines to be used for Tourism Abbotsford promotional activity.
- c) Provide a copy of your liability insurance. Tourism Abbotsford requires that organizations and/or businesses carry a minimum of \$2,000,000 in liability insurance and list Tourism Abbotsford Society as an additional insured.
- d) Agree to give recognition to Tourism Abbotsford's funding support by displaying the Tourism Abbotsford logo where appropriate.

Grants awarded will be public knowledge and may be reported.

## **9. REPORTING**

Recipients must provide copies of receipts for expenses that equal the total amount of funds approved by Tourism Abbotsford. Receipts must only be for products or services that fall within the eligible marketing activities and timelines. Recipients must also complete a short final report template which will be provided by Tourism Abbotsford.

All copies of receipts must be submitted no later than 60 days after event completion to receive a final payment of funding.

If you have any questions about the Marketing Grant Fund, please contact Tourism Abbotsford's Destination Marketing Manager, Connie Hackett at [chackett@tourismabbotsford.com](mailto:chackett@tourismabbotsford.com).