

2024

50/50 Co-op Marketing Program





What Is Tourism Vernon's 50/50 Co-op Marketing Program?

Tourism Vernon's 50/50 Co-op Marketing Program is an application-based program that provides marketing and promotional support to eligible tourism businesses and organizations in Greater Vernon. The program offers matching funds (up to 50%) for your marketing campaign(s).

Tourism Vernon's 50/50 Co-op Marketing Program strives to offer support to Greater Vernon's tourism sector, and encourage collaborative efforts that promote and stimulate Greater Vernon's local economy. To maximize funding and impact, marketing partnerships with Vernon hotels and collaborative marketing

campaigns with other local, tourism stakeholders are strongly encouraged.

Tourism Vernon has allocated **up to \$100,000** (\$50,000 per intake period) towards the 2024 50/50 Co-op Marketing Program. Funds will be allocated on a matching basis, up to 50% for cash contributions (including tax). In order to ensure as many businesses can utilize the program as possible, the maximum allocation per business will be **\$10,000**. Tourism businesses located within Greater Vernon are eligible to apply. All applications will be adjudicated by a subcommittee of the City of Vernon Tourism



Deadlines & Intake Periods

Application must be submitted by end of day:

First Intake: February 29, 2024

Second Intake: June 28, 2024

Organizations are welcome to apply to one or both intake periods.

A maximum ask for the 2024 calendar year is **\$10,000 per business.**

Commission. While the subcommittee will take all applications into consideration under the appropriate judging criteria, an application to the program does not guarantee funding.

Funding will be provided upon completion of the marketing project (within the calendar year). Receipts, copies of advertisements and projects along with a post project report are required prior to reimbursement. **Funds will be reimbursed only after campaign or event completion.**



50/50 Co-op Marketing Program Goals



- Encourage overnight stays in Vernon
- Encourage collaborative marketing efforts between local tourism stakeholders and hotels in Vernon
- Matching private and public funds to maximize marketing impact for Greater Vernon
- Support the goals outlined in Tourism Vernon's 2023-2027 Five-Year Strategic Plan: tourismvernon.com/industry
- Align with the 2024 Tourism Vernon Tactical Marketing Plan



Who Can Apply?

- Must be a tourism business or tourism related not-for-profit organization located within Greater Vernon (Vernon, Coldstream, Electoral Area B and C)
- Must offer a market-ready tourism product
- Must apply via Tourism Vernon's application form and submit application before the deadline of February 29, 2024 or June 28, 2024
- Partners or groups of tourism businesses, of which all partners meet the criteria listed above
- Retail businesses do not qualify; however, collaborative marketing initiatives/campaigns including a retail business or group of retail businesses may be considered

Eligible Costs



	Yes	No
Marketing campaigns* (including design costs related to marketing campaign) <ul style="list-style-type: none"> • Radio (not local radio stations) • TV • Magazine • Newspaper • Online (web, digital, paid social media ads, Google Adwords) • Photography/Videography (assets must be shared with Tourism Vernon) • Airport Advertising • Google Adwords 	●	
Printed materials* (including design, production, publishing and distribution costs) <ul style="list-style-type: none"> • Vernon Visitor Guide Ad • Brochures • Rack Cards 	●	
Direct mail campaigns*	●	
Printed materials <ul style="list-style-type: none"> • Flyers • Posters 		●
Billboard Advertising		●
Capital and operating costs (employee wages, phone, business cards, office equipment and supplies)		●
Attendance at Trade Shows, display booths, per diems		●
Development of marketing/business plans		●
Membership or registration fees		●
Video or capital equipment		●
Social media and website maintenance, design and/or hosting		●
Promotional items (trinkets, t-shirts, banners, flags, floats, etc.)		●
Travel costs		●

*Must be aligned with Tourism Vernon's target areas (as listed in the Five-Year Strategic Plan): Calgary, Edmonton, Greater Vancouver, Victoria, and Ontario.

Application Evaluation

Applications will be evaluated based on the following four criteria categories and should be addressed in the appropriate section of the application:



Partnerships or collaborative efforts with hotels and other tourism related businesses **30%**

Increase tourism revenue in Greater Vernon in the form of overnight visitor volume or overnight visitor expenditure in the local economy **30%**

Build promotional content aligned with Tourism Vernon's Five-Year Strategic Plan **20%**

Strength of the marketing plan or idea presented **20%**



Program Requirements for Successful Applicants



- Marketing activities must be complete and all funds spent during the City of Vernon's fiscal year (January 1 to December 31, 2024)
- Include a link to the Tourism Vernon website within marketing content and/or include Tourism Vernon's logo where possible (excluding radio ads)
- Complete and submit Tourism Vernon's post project report to share results of the marketing initiative(s). Post project report must demonstrate all guidelines were met prior to reimbursement of funds
- Must share assets with Tourism Vernon, including full third party rights

Events or campaigns that are cancelled are not eligible for compensation.

How to Apply

Ensure your campaign meets all guidelines as outlined above

Download and fill out application: tourismvernon.com/industry

Send all applications to Karen Savill: ksavill@vernon.ca

Application must be submitted by end of day:

First Intake: February 29, 2024

Second Intake: June 28, 2024



Questions?

Contact Karen Savill,
Visitor Services Coordinator:

ksavill@vernon.ca

250-550-3277