

Marketing Projects Program Requirements and Criteria

Eligible Applicants

- Yukon business, market and/or trade-ready tourism businesses, First Nations governments, municipal governments, tourism organizations or partnerships and non-government organizations featuring Yukon tourism product.
- Partnerships with outside companies are eligible providing the proposal is lead by a Yukon based company exclusively featuring Yukon product in the project.

A Yukon Business Must

- Be in good standing with Yukon Corporate Affairs and Worker's Compensation Health & Safety Board.
- Provide proof of liability insurance or a Wilderness Tourism Licence (*if applicable*).
- Provide a copy of consumer billing, payment and cancellation policy.
- Have all government loans in good standing.
- Own/lease property necessary for the business.

Project Cost Sharing

- Individual businesses are eligible for 50% funding of eligible costs to a maximum of \$35,000.
- Partnerships and destination marketing organizations (DMOs) are eligible for 50% funding of eligible costs to a maximum of \$105,000. Preference will be given to proposals that show equitable financial contributions by all partners.
- Funding will be provided upon completion of the contribution agreement requirements in two installments; 50% upon approval and sign-off of the contribution agreement, and 50% upon submission of a final financial report.

Eligible Project Costs May Include But Are Not Limited to:

- Placement of paid advertising, Yukon based travel guides, broadcast, electronic (web banners) and/or print media that is regularly distributed outside of Yukon (*excluding Yukon Vacation planner and www.travel yukon.com*).
- Purchase of direct mail lists.
- Key word purchase.
- Promotion of Yukon events by communities and NGO's that includes a tourism package^{*(see definition)}
- FAM trips – supplier/industry led FAMS hosting both travel media and travel trade
- Fulfillment/postage costs for purchased or maintained mailing lists where all names are fulfilled at one time and counted through a single source mechanism.

* For the purpose of this fund a package is defined as including at least one additional service, activity or experience not offered by the operator and the consumer must pay the operator/packager directly for all components of the package, e.g. hotel accommodation with a

flight seeing tour. The consumer pays only one business for both services. For festivals and events, admission to the event is considered part of the package

Ineligible Project Costs Include But Are Not Limited to:

- Website optimization/website development.
- Administration costs, office equipment, telephone charges, internet access, clipping services, 1-800 numbers, translation, etc.
- Production, creative and development costs of CD-ROMS, logos, decals, signage.
- Projects or activities already completed.
- GST.
- All Print Material including pamphlets, brochures, rack cards, business cards, posters, flat sheets, etc.

Duration of Project

Projects must have a start and end date specified within the proposal. Final reporting will be due 30 days after the specified end date of the project. All reporting must be completed by March 31st annually. Projects will not be deemed complete without submission of a final report in a form acceptable to the TCMF Coordinator.

Approval of Proposals

- Applications will be reviewed by the TCMF Coordinator to ensure that all the requirements are met.
- Completed proposals to the TCMF will be reviewed in priority of receipt.
- Applicants should allow for 15 working days for a final decision on their completed proposal.

Other Requirements

- Successful applicants must sign a contribution agreement with Tourism Yukon.
- The contribution agreement will outline the legal obligations of each party.
- Reporting requirements must be completed and returned in accordance with the terms of schedule A & B of the contribution agreement before funds will be released.
- Activities not included in the contribution agreement are not eligible for funding. Any additional activities the applicant would like to incorporate into their contribution agreement must be approved in advance by Tourism Yukon before funding will be eligible.
- Tourism Yukon may request access to the leads generated from projects for research purposes only.
- All records and invoices related to the project, including project results and return on investment must be retained for review and audit by assigned Tourism Yukon staff or auditors.