

MARKETING CO-OP FUND

Available until June 30, 2025

Goal

To leverage partner marketing funds to enhance destination awareness and competitiveness. This fund has been established to support industry resiliency while supporting longer-term goals of elevating collective marketing, storytelling, and destination awareness in perpetuity. Marketing initiatives will aim to promote bookable experiences, increase collaborative partner campaigns, and drive incremental overnight visits to Kamloops.

Fund Specifics

- Funds amounts specific to industry sector as follows:
 - \$3000 - Accommodation Partners in good standing with the Kamloops Accommodation Association.
 - \$2500 - Tourism Kamloops Industry Partners
- Tourism Kamloops to provide matched funds at 50% to be reimbursed pending project completion report remittance and proof of purchase. Net of taxes.
- If multiple partners collaborate for a specific campaign, funding increases to \$5,000 per partner in matched funds.
- Co-operative matched funding will be awarded based on the following criteria:
 - Target audience – Does the campaign target audience align with that of Tourism Kamloops?
 - Tracking and Measurement – Is the campaign bookable or trackable and how will success be measured?

Application Process

- Complete a short application form outlining intended spend and projected timeline
- Application approval by Tourism Kamloops
- Post project report and proof of purchase within 14 days of project completion

Eligibility:

Kamloops tourism industry partner representing one of these 8 sectors – accommodations, adventure and recreation, attractions, events, food and beverage, tourism services, transportation, travel trade.

Must have funds to support the project in advance and then apply for reimbursement

- Must complete the application form
- Must complete a post-project summary including
 - Proof of payment for all campaign costs.
 - Booking statistics
 - Measurement specifics

Criteria

- Funds to be used for marketing, asset development or platform development initiatives
- Campaign development (Third party):
 - Content Strategy
 - Asset development (Photo, Video, Blogs)
- Paid digital advertising (Google search and display, OTA digital ads, social ads, YouTube ads, sponsored content, industry listing enhancement (i.e. TripAdvisor, etc.)
- Website enhancement or redevelopment
- Asset development (Photo, Video, Blogs)
- Influencer/Ambassador partnerships
- Print advertising
- Radio/TV advertising
- Billboard advertising
- Other marketing initiatives as requested and approved

Funds may not be used to subsidize participation in current Tourism Kamloops marketing initiatives.

Funds can be used for multiple projects.

Marketing initiatives must be completed by June 15th with reporting and invoices submitted to Tourism Kamloops by June 30th, 2025.

