

BruceGreySimcoe In The Know

RT07 Partnership Opportunities

December 9 2015



RT07 Partnership Opportunities

- Fiscal year runs April 1 - March 31
- 2015/16 Opportunities...
 - Partnership Funding
 - Experience Implementation Funding
 - Media Fund
- Matching fund programs (in-kind:1 (media), 1:1 and 1:1:1)

Partnership Funding 2015/16

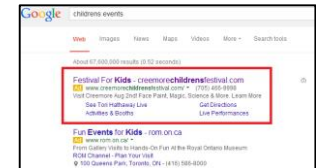
- Four categories
 - Signage
 - Digital Advertising
 - Video Development
 - Experience Development

Tourism Wayfinding Signage



Digital Advertising

- \$1 partner : 1 PF : 1 RTO7
- Minimum partner contribution \$10k (includes media buy, agency fees and taxes)
- Partner provides creative; RTO7's advertising agency recommends and places media buy



Video Development

- \$1 partner : 1 PF : 1 RTO7
- Development of video partners can use in their own advertising (YouTube, website, paid, etc.)
- Include a strong call to action
- Done through agency – Hunt Productions
- See partner videos in gallery on www.brucegreysimcoe.com

Experience Development & Implementation

- Partnership Fund Experience Development
 - Typically larger, planning-type projects e.g. to develop a business or marketing plan, in-depth research, etc.
 - e.g. Tourism Destination Management Plans, Waterways Assessment, fish ladder experience
- Experience Implementation Fund
 - New, smaller, more implementation focused
 - Matching fund (\$1k min this year) and coaching
 - Shifting from product to experiences
 - e.g. Hoity Toity 'Fancy Pants Cider Master' program; storytelling dinner experiences; guided tours (hatchery and water filtration plant) added to Owen Sound Salmon Tour

What We Like to See...

- Meets both of our needs/mandates
- You want a partner to share risks and successes with
- You've got a plan or want to develop one
- Willing to measure performance
- Partnerships and collaboration
- Read the guidelines and application form and know expectations
- Communicate, communicate, communicate

Other Opportunities

- Professional Development
 - Experience Development workshops
 - Free online Customer Service Training
- Websites
 - www.brucegreysimcoe.com – consumer site (list your operation/event)
 - Tag/mention us in social media so we can share your info
 - www.rto7.ca – industry site (blog, resources, funding info, etc.)
 - Link off this site to our stakeholder site (sign up for access to images, research, reports, etc.)