

PARTNERSHIP PROGRAM AT-A-GLANCE (see individual programs for details)

Category	Tourism Wayfinding Signage	Product/Experience Development	Image Production	Digital Advertising	Video/Image Advertising	DMO Web Portal Development	Translation Services	Storytelling	BGS Seasonal Campaign - Partner FB/Instagram Campaign
Eligible Partners	Private and non-private tourism operators, destination marketing organizations, tourism organizations, municipalities, and associations/interest groups with a primary purpose in tourism in BruceGreySimcoe								
Objective	Improve the tourist experience through implementation of RTO7 signage & wayfinding specifications	Enhance development of tourism experiences (products, training, workforce development and research)	To grow visitation by developing competitive collateral offerings for the partner and the BGS website. To aid in the recruitment of employees.	To grow visitation by reaching targets markets where the consumers search most for information about a possible destination.	To grow visitation by reaching targets markets through social media.	Using architecture & template developed for BruceGreySimcoe.com; a dedicated destination microsite for destinations and to share data amongst all partners. Limited to Tourism DMOs whose primary purpose is to facilitate tourism promotion.	To provide French language translation for services in web and print media	To provide stories of experiences and products that disperse tourists to areas that have capacity for growth	To grow visitation by reaching target markets through social media. Using videos/static images developed in Partnership Program. This campaign will top up the existing Partner FB/Insta component in the Seasonal Campaigns that RTO7 already allocates part of its base funding to. RTO7 determines media buy - it will be the same media buy for additional funds as being used for base campaign.
Additional RTO7 funding?	NO	SEE BELOW	YES	NO	NO	NO	NO	NO	NO
Participation Partner \$: PF \$: RTO7\$	\$1: up to a maximum of \$1 (Adjunct Systems up to \$0.50)	\$1: up to a maximum of \$1 : \$0.50	\$1: up to a maximum of \$1 : \$1	\$1: up to a maximum of \$1	\$1: up to a maximum of \$1	\$1: up to a maximum of \$1	\$1: up to a maximum of \$1	\$1: up to a maximum of \$1	\$1: up to a maximum of \$1
Example Funding	\$10,000 investment by partner receives \$10,000 from partnership fund for a total project of \$20,000	\$10,000 investment by partner receives \$10,000 from partnership fund plus \$5,000 from RTO7 for a total project of \$25,000	\$1,435 investment by partner receives \$1,435 from partnership fund plus \$1,435 from RTO7 for a total project of \$4,305	\$15,000 investment by partner receives \$15,000 from partnership fund for a total project of \$30,000	\$900 investment by partner receives \$900 from partnership fund for a total project of \$1,800	\$6,500 investment by partner receives \$6,500 from partnership fund for a total project of \$13,000	\$2,000 investment by partner receives \$2,000 from partnership fund for a total project of \$4,000	\$1,000 investment by partner receives \$1,000 from partnership fund for a total project of \$2,000	\$1,000 investment by partner receives \$1,000 from partnership fund for a total project of \$2,000. This \$2,000 is added to the BGS base funding amount of \$750, for a total buy of \$2,750.
Partners funding Minimum	\$10,000 \$100,000	\$ 5,000 \$50,000	\$ 800 (video) \$ 600 (image) \$5,000	\$15,000 \$50,000	\$500 \$7,500	\$6,500 English only \$7,500 English & French	\$ 500 \$5,000	\$ 1000 \$ 5,000	\$ 750 \$ 5,000
Maximum Example initiatives or projects	Local trail group partners to implement RTO7 wayfinding signage along trail network. Municipality implements RTO7 program or develops an implementation plan. Cycle signage is installed along routes.	Research into viability of a new tourism product/experience Develop. of Tourism Destination Plan Research and/or development of Workforce related planning	Outfitter videos a canoe or paddle board experience. A recruitment video for students.	A ski resort develops and advertises a campaign digitally. A festival develops and advertises a campaign digitally.	An operator promotes an activity through social media	DMO web site with dedicated URL, URL specific analytics, revenue generation attributes and ability to manage content. Must share operator data with RTO7 and partners on the BruceGreySimcoe.com platform.	Translating web pages that are suited to the French Language market e.g. Beaches pages or microsites	DMO develops and implements story telling of experiences that directs tourists to activities that have capacity for growth and relieve pressure on environs, both natural and manmade, that are experiencing overcrowding.	Video developed in Partnership Program that is being promoted in the BGS Seasonal Campaign can have additional exposure with a \$1,000 investment from partner which is matched by \$1,000 from Partnership Program.
Submissions Accepted	Now to September 30, 2020	Now to August 31, 2020	Now to October 31, 2020	Now to August 31, 2020	Now to October 31, 2020	Now to August 31, 2020	Now to October 31, 2020	Now to October 31, 2020	Now to November 30, 2020