

PARTNERSHIP PROGRAMS
Category

Tourism Wayfinding Signage

Product/Experience Development

Video/Image Production

Digital Advertising

Social Media Advertising

Translation Services

Storytelling

Trade Show

Eligible Partners	Private and non-private sector tourism operators, DMOs, municipalities, and associations with a primary purpose of supporting the tourism industry, general tourism promotion and tourism product development that occurs within BruceGreySimcoe							
Objective	Improve the visitor experience through implementation of RTO7 signage & wayfinding specifications	Enhance development of tourism experiences (products, training, workforce development, ambassador program development, sustainable tourism certifications and research)	To grow visitation by developing competitive collateral offerings for the partner and the BGS website/media	To grow visitation by reaching targets markets where the consumers search most for information about a possible destination	To grow visitation by reaching target markets through social media	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 provide assistance to tourism operators in the attendance of product appropriate trade shows

Intake Deadline February 28, 2025

Participation Partner \$: PF \$:	\$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	\$1: up to a maximum of \$1	\$1: up to a maximum of \$1
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Example Funding	\$10,000 investment by partner matched by \$10,000 from partnership fund for a total project of \$20,000	\$10,000 investment by partner matched by \$10,000 from partnership fund a total project of \$20,000	\$1,050 investment by partner matched by \$1,050 from partnership fund for a total project of \$2,100	\$15,000 investment by partner matched by \$15,000 from partnership fund for a total project of \$30,000	\$750 investment by partner matched by \$750 from partnership fund for a total project of \$1,500	\$500 investment by partner matched by \$500 from partnership fund for a total project of \$1,000	\$1,000 investment by partner matched by \$1,000 from partnership fund for a total project of \$2,000	\$1,750 investment by partner matched by \$1,750 from partnership fund for a total project of \$3,500
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Partners funding Minimum	\$5,000	\$ 5,000 (\$400 Sustainable Tourism Only)	\$ 1,350 (video) \$ 1,075 (image)	\$ 7,500	\$ 750	\$ 350	\$ 500	\$ 500
Maximum	\$75,000	\$10,000	\$ 5,000	\$25,000	\$ 7,500	\$1,000	\$ 5,000	\$1,750

Example initiatives or projects	Implement RTO7 wayfinding signage along trail network or road system.	Research into viability of a new tourism product/experience.	Outfitter videos a canoe/paddle board experience or develops a video to recruit employees	A ski resort develops and advertises a campaign digitally.	An operator promotes an activity through social media.	Translating web pages or material that are suited to the French Language market	DMO develops and implements storytelling of experiences that directs tourists to activities that have capacity for growth	An outfitter rents a booth and attends the Trade Show
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