

# PARTNERSHIP PROGRAMS

Category	Tourism Wayfinding Signage	Product/Experience Development	Video/Image Production	Digital Advertising	Social Media Advertising	Translation Services	Storytelling	Trade Show	Technology Review/Implementation
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	To grow visitation by reaching target markets where consumers search for travel information	To grow visitation by engaging 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 help tourism operators to attend product appropriate trade shows	To support tourism operators in a review of their technology needs and assets and b) assisting in implementing the recommendations
Intake Deadline Application: February 27, 2026 – All Programs									
Participation Partner \$: PP \$	\$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	\$1: \$1: \$1 if approved and consultant work underway by Dec. 31
Example Funding	\$10,000 investment by partner receives \$10,000 from partnership program for a total project of \$20,000	\$15,000 investment by partner receives \$15,000 from partnership program for a total project of \$30,000	\$2,585 investment by partner receives \$2,585 from partnership program for a total project of \$5,170	\$15,000 investment by partner receives \$15,000 from partnership program for a total project of \$30,000	\$7,500 investment by partner receives \$7,500 from partnership program for a total project of \$15,000	\$500 investment by partner receives \$500 from partnership program for a total project of \$1,000	\$1,000 investment by partner receives \$1,000 from partnership program for a total project of \$2,000	\$1,000 investment by partner receives \$1,000 from partnership program for a total project of \$2,000	\$850 investment by partner receives \$850 from partnership program and \$850 from RTO7 for a total project of \$2,550
Partners funding Minimum	\$ 5,000	\$ 5,000	\$ 1,100 (image)	\$ 12,000	\$ 2,000	\$ 350	\$ 750	\$ 1,000	Review \$850
Maximum	\$75,000	\$ 400 Sustainable Only \$ 30,000	\$ 1,485 (video package 1) \$ 2,585 (video package 2) \$ 3,630 (video package 3)	\$ 30,000	\$ 12,000	\$ 1,000	\$ 5,000	\$ 1,500	Implementation \$1,675
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 or paddle board experience or develops a video to recruit employees to the business.	A resort or area advertises a campaign with a combination of display ads, adwords and social media.	An operator promotes an activity through Meta (Facebook & Instagram).	Translating web pages or material that are suited to the French Language market	A DMO or business engages storyteller(s) directing tourists to experiences with capacity for growth	An outfitter rents a booth and attends the Trade Show.	RTO7 agency reviews operator software (e.g. POS, financial/room mgmt...) and offers recommendations (and hands-on support for optimization)