

Digital & Social Media Advertising Application 2026/27

BEFORE YOU APPLY

RT07's Partnership Program for 2026/27 depends on approval of our annual Business Plan by the Ministry of Tourism, Culture & Gaming. RT07 may limit the number of projects funded per stakeholder per year.

Before you start an application, **you must connect briefly with the RT07 team** to confirm your project's eligibility. This short conversation often helps clarify requirements and significantly improves the quality and success of applications. Easy ways to connect are listed in the [Guidelines](#) and on the [Partnership Program page](#).

Please download and read the [Partnership Program Guidelines](#) before applying. Important detailed information about program expectations, roles and responsibilities, timelines, and supplier processes has been intentionally moved out of the application and into the Guidelines to make this form easier to complete.

A Note About Sustainability

[Sustainability](#) (economic, social, environmental) is not required for 2026/27 funding. However, projects that demonstrate clear, measurable efforts towards sustainability may be prioritized, as the program is competitive. No matter where you are in your sustainability journey, the RT07 team is here to help.

Digital & Social Media Advertising - Program Overview

'**Digital advertising**' refers to paid ads placed on various platforms (listed below) and driving to your website:

- Google Search & Display
- Social media (Facebook, Instagram)
- YouTube
- Other online channels

'**Social media Advertising**' refers only to paid Facebook and Instagram ads, posted by The Aber Group from your Meta account, with copy, a call to action and a physical link driving traffic to your website.

These ads reach consumers early in their travel planning ("dreaming" phase) and are intended to raise awareness and interest in your tourism offering (e.g. assets, attractions,

experiences, events, tours, communities, promotions, etc.). You should expect increased website traffic, but not necessarily immediate bookings/conversions. Note that festivals/events must be a *minimum of 2 days* in length and encourage overnight stays in commercial accommodations.

How the Collaboration Works

Your campaign is delivered in partnership with The Aber Group (RT07's media agency). They will:

- Build a media plan suited to your goals (campaigns of at least \$24,000)
- Write simple, effective ad copy (you may provide direction if your brand requires it)
- Place your ads
- Report results

You will be responsible for:

1. Having a clear campaign idea before applying - know the goal, audience, general messaging and images/videos you plan to use.
2. Supplying campaign creative - 5-10 high resolution photos (1 MB min), and/or at least one short video (max 30 secs), ideally in multiple sizes/orientations. Creative can come from RT07's Video/Image Development Program or your own assets (approved by RT07). All models featured must have signed releases.

3. Having a functional website:

- That you can update directly/readily
- Is current, mobile friendly and reflects accurate offerings and hours
- With a landing page linked to the campaign content (e.g. ice fishing ad drives to a winter activities page)

4. Managing comments

You must monitor and respond daily to comments on your ads. The Aber Group cannot do this, and Meta does not allow agencies to disable comments. Programs advertising 2SLGBTQIA+ events should be prepared to monitor comments constantly.

5. Using Basecamp - all communication must occur in the provided Basecamp project to keep things organized.

Questions about digital marketing are encouraged - this program is intended to help build your team's understanding of digital advertising.

Please see the [Guidelines](#) for a more thorough outline of what to expect.

Funding Levels & Eligible Applicants

The minimum partner investments below are intended to ensure every funded campaign is competitive, effective, and able to generate measurable results. Partners benefit from a 50% discount on a professionally managed campaign that aligns with regional interests.

Social Media Advertising only

- Partner Contribution: \$2,000 - \$12,000 (including agency fees and taxes)

Digital Advertising (which may include Social Media Advertising)

- Partner Contribution: \$12,000 - \$30,000 (including agency fees and taxes)

RT07 matches partner funds 1:1 (e.g. you contribute \$2,000 for a total project of \$4,000).

Funding is available for businesses, groups, DMOs, tourism organizations or municipalities. Very small businesses may wish to consider the [Operations Implementation Program](#) or collaboration and cost-sharing with another organization.

Timeline Expectations

- You will have a 30 minute kick-off call with The Aber Group to confirm goals, audience, platforms, etc.
- A partner contribution of at least \$12,000 allows you to choose either a Social Media or Digital Advertising campaign based on your interests/objectives (to be confirmed during the kick-off call, along with the structure or format of the campaign).
- Campaign preparation requires at least six weeks after your kick-off call - partner delays in any of the campaign preparation steps may result in postponed campaign launch dates.
- Festivals applying for Social Media Advertising must be a *minimum of two days* in length *or promoting a series of events*. Priority will be given to applications that encourage overnight stays in commercial accommodations. Events scheduled on summer long weekends must clearly demonstrate the need for additional promotion during peak travel periods. Keep in mind that you'll want to be in market at least one month before the event date, and that campaign preparation will need to begin six weeks before that.
- Campaigns cannot typically launch before June due to provincial funding timelines.
- Space for June - September campaigns is limited and competitive - we'll do our best to accommodate desired timelines.
- It is possible to do both a video/image development project and an advertising campaign with the creative developed, but this requires significant lead time (generally at least a season) to ensure the creative is ready in time for your campaign.

The red asterisks below indicate required fields.

* Indicates required question

1. Email *

2. Email *

APPLICANT INFORMATION

3. Business/Organization Name *

4. Please check off the most relevant category for your operation. *

Mark only one oval.

Private Tourism Business

Not for profit (including Chambers of Commerce, Destination Marketing/Management Organizations, sector and other tourism-related associations)

Municipality

5. Senior Organization Rep *

This is the individual (with signing authority and ultimate responsibility) who will sign the project Agreement.

Provide:

1. Name
2. Title
3. Email

6. Project Rep

*

This is the day-to-day decision maker for the project, responsible for communications and execution of the project.

Provide:

1. Name
2. Title
3. Email
4. Phone

7. Address

*

This is for the Collaboration Agreement - please include the postal code.

CAMPAIGN DETAILS**8. Project Name ***

Target Campaign Start Date & Anticipated Duration

Please note that it takes a minimum of 6 weeks setup from project kick-off call to campaign launch. Campaigns must take place between June 2026 (the earliest we can launch due to provincial timelines) and March 2027.

9. Desired Campaign Launch Time Frame

*

What month do you hope to launch your campaign?

Spots for campaigns launching June through September are limited and competitive - we will do our best to accommodate desired timelines.

10. Campaign Duration / Specific Event Dates

*

Please use the text box below to indicate the duration of the entire campaign (if known). If the campaign is promoting a festival/event, please also provide the date(s) it will be taking place.

11. Partner Contribution Amount (including tax)

*

Must be between \$2,000-\$12,000 for social, or \$12,000-\$30,000 for digital.

As long as your contribution amount falls within the funding ranges, you do not need to decide whether you want Social Media Advertising or Digital Advertising. The Aber Group will help determine the best fit during your kick-off call. You may indicate a preference if you wish, but it is not required.

You will need to send RT07 this amount in the form of EFT, e-transfer or cheque.

12. Total Project Budget *

Your total project value including tax = Your contribution above x 2 (RT07 matches 1:1).

13. Website/Campaign Landing Page *

14. Facebook page *

Please use the exact address as it appears on Facebook.

15. Confirming Facebook Page Access (Critical) *

To launch your campaign, The Aber Group must be able to act as an advertiser on your Facebook Page. Only individuals with "full control" (not partial) will be able to accept requests from The Aber Group for access.

Please provide the name of the person on your team who has full control of your Facebook Page. Have an individual with access to the Page follow these [steps](#):

- * Log into Facebook, then click your profile photo in the top right*
- * Click see all profiles, then select the page you would like to switch into*
- * Click your Page profile photo on the top left side to go onto your Facebook Page*
- * In the left-hand menu, click Settings*
- * From there, click Page Set up and then Page Access*
- * Under People with Facebook Access, click your profile to view your access levels*

Anyone listed as a Page Owner or with Full Control should be able to accept The Aber Group's advertiser access request.

*Please take the time to confirm this **before submitting your application**. If, upon conditional approval, it is discovered that you **do not** have someone with appropriate access to accept Aber's advertiser request, **your application cannot move forward**.*

16. Instagram page *

Please use the exact address as it appears on Instagram. e.g. @brucegreysimcoe OR www.instagram.com/brucegreysimcoe/

17. RT07 Target Markets *

Below are target markets (geographic, segment and activity) that BruceGreySimcoe targets in our campaigns; please check off those that you would like to target in your campaign.

Please review these [considerations](#) for appropriate targeting for YOUR offering.

RT07 Target Geographies

Check all that apply.

- BruceGreySimcoe
- Greater Toronto Area (GTA)
- Southwestern Ontario (SWO)
- Quebec

18. RT07 Target Segments *

Check all that apply.

- Families
- Young Professionals
- Couples
- Outdoor Enthusiasts
- Active Retirees
- Sustainability Conscious Travellers
- Visiting Friends & Relatives

19. RTO7 Target Activities *

Check all that apply.

- Culture & Heritage
- Nature & Outdoor Recreation
- Festivals
- Cycling
- Resorting and other accommodation
- Water-based Tourism
- Culinary & Agri-Tourism or Restaurant
- Retail tourism (local goods, destination/boutique, etc.)
- Touring (e.g. motorcycling, art trail, culinary, etc.)
- Sustainability (Economic, Environmental & Social, including Diversity, Equity, Inclusion & Accessibility (DEIA))

20. What will your campaign promote and to whom? *

This could be an event, attraction, activity, season, destination—anything you want to highlight. You can promote it to any audience, such as couples, families, young professionals, seniors, or specific interest groups.

Please remember that while this is an awareness campaign, it must also support revenue generation for tourism businesses. We are more likely to approve campaigns that promote experiences connected to businesses that benefit directly (e.g., tour guides, outfitters) rather than campaigns focused only on free activities like scenic views or hiking trails.

21. Messaging *

What is the specific message(s) that will be communicated through the campaign?

Performance Metrics

Please indicate the metric your organization will use to measure the success of this campaign. This will be the primary metric used to optimize your campaign.

Then below, provide the baseline value for this metric (if available) and your expectations for this year's campaign.

22. Metric #1 *

Check all that apply.

- # Clicks from ads to your website/preferred destination
- # Clicks out to partner websites (from your website)
- Engagements (comments, shares, likes, video views, etc.)
- Other: _____

23. Last Year Baseline Data

If you ran a similar campaign recently, please provide a baseline value for comparison - typically data from the same period last year as your proposed campaign period this year.

24. Anticipated This Year

We would also like to know your expectations for this year's campaign (using the same units as your baseline, if provided). Please include a brief rationale for your target, for example, why you expect an increase or change (e.g., a larger budget, steady year-over-year growth, or improvements based on past learnings).

25. Metric #2

IF you also want to measure conversions (e.g., downloads, bookings, sales, signups), please provide the following:

- a) The conversion metric you will measure (and the unit)
- b) Last year's baseline data for that metric
- c) Your anticipated results for this year

Important: Conversions such as ticket sales or overnight bookings can only be attributed to the campaign if these transactions occur online. Please also keep in mind that this type of advertising is most effective in the "dreaming" phase of the travel journey, when potential visitors are gathering ideas and inspiration. You can expect increased website traffic, but immediate bookings or conversions may not occur right away.



26. Requirements *

Please confirm that the following are in place CURRENTLY in order to qualify for funding.

PROJECT MANAGEMENT & REPORTING

Check all that apply.

- Once the project is approved, the partner agrees to use Basecamp (provided by RT07) for all project-related communication.
- Data collected as a result of the campaign will be provided in final reporting to RT07
- Partner will submit a final report (template provided) to RT07 within 30 days of final agency reporting

27. BUSINESS OPERATIONS & PRACTICES *

The following links outline some of the requirements you are agreeing to below:

[Social Media Best Practices](#)

[Update Your BruceGreySimcoe Website Listing](#) or add a [new listing here](#)

Contact Allison Davies at 705-888-8728 or adavies@rto7.ca for assistance if required in setting up a listing on the BGS website.

[Sign up for RT07 E-blasts](#)

[Destination Ontario's Intake Form](#)

[Claim/update Your Google My Business Listing](#)

[Sign up for/complete your free Typsy Training](#).

Check all that apply.

- The partner agrees to engage daily on their social media platforms, including monitoring and responding to questions or comments
- The partner agrees to maintain a complete, up-to-date, and active (free) listing on the BruceGreySimcoe website
- The partner has signed up to receive RT07's e-blasts
- The partner has submitted any relevant content (project-related or otherwise) to Destination Ontario's "Always On Partner Content Intake"
- The partner has updated their Google Business listing
- Partners are required to complete at least one Typsy online training course by March 31, 2027. Typsy offers thousands of short, self-paced courses. Partners are encouraged to explore the platform and select training most relevant to them. RT07 staff may request a brief review or testimonial of the course(s) completed

28. WEBSITE *

The following links apply to some of the requirements you are agreeing to below:

[Google Analytics Installation](#)

Check all that apply.

- Google Analytics is installed on partner website
- The partner will not change the structure of their website without notice for the duration of campaign
- The partner confirms they know who on their team has 'Full Control' Facebook Page access so advertiser requests can be accepted.
- The partner will display the BruceGreySimcoe – Always in Season and Ontario logos (provided upon project approval) on their website, with active links to the corresponding sites

29. CREATIVE *

Check all that apply.

- Facebook & Instagram ads will include 'Funded in Part by The Province of Ontario' in the Description field.

SUSTAINABLE TOURISM**30. 1a. RT07 Support ***

How many times in the past 5 years has your organization received funding support from RT07's Partnership or Implementation Programs?

Mark only one oval.

- Have not worked with RT07 (new partner)
- Once
- 2-4 Times
- 5+ Times

31. 1b. Please check off all the programs you have participated in: *

Check all that apply.

- I have not worked with RT07 in the past on any of the programs below
- Partnership Program - Tourism Wayfinding Signage
- Partnership Program - Experience Development
- Partnership Program - Digital Advertising
- Partnership Program - Social Media Advertising
- Partnership Program - Storytelling
- Partnership Program - Video/Image Development
- Partnership Program - French Translation
- Partnership Program - Trade Show Support
- Operations Implementation Program
- T3 Accelerator
- Tech Compass

32. 2. Sustainable Tourism Pledge *

Details can be found on the [RTO7 Take the Pledge](#) page.

Demonstrating your pledge commitment may help strengthen your eligibility for participation in RTO7 programming.

[Sustainable Tourism 2030 Pledge Signatories](#)

Mark only one oval.

- I have already signed the Pledge and my organization is listed on the signatories page above
- I commit to signing the GreenStep Sustainable Tourism 2030 Pledge by December 31, 2026
- I have already committed to other formal sustainability programming - please provide details below...
- I'm not involved in formal programming, but I am doing a lot around sustainability - please provide details below...
- I'm not ready to commit at this time but will consider it for future
- Other: _____

33. Sustainability Initiatives/Measures Detail from Above

34. 3. Data Collection - Employee Turnover Rate *

Details can be found on the [RTO7 Employee Turnover Rate](#) page.

Collecting and reporting on your Employee Turnover Rate may help strengthen your eligibility for participation in future RTO7 programming.

Mark only one oval.

- I have reviewed the Employee Turnover Rate question and commit to using the toolkit/templates provided to collect and share my data for the 2025 calendar year with RTO7 (by December 31, 2026)
- I'm not ready to commit to collecting and reporting on my Employee Turnover Rate at this time but will consider it for future
- Not applicable, as we do not have employees

35. 4. Data Collection - Stakeholder Survey

*

Please complete the required 2026/27 [Region 7 Tourism Stakeholder Business Performance & Sustainability Survey](#)

Mark only one oval.

- I have already completed the 2026/27 Region 7 Tourism Stakeholder Business Performance & Sustainability Survey
- I commit to completing the 2026/27 Region 7 Tourism Stakeholder Business Performance & Sustainability Survey by June 30, 2026

36. 5. Visit Responsibly Messaging *

As we work towards a balanced approach to sustainable tourism, there continues to be an opportunity for us to inspire and educate visitors to the region. To do this, we have created a 'Visit Responsibly' framework and tools for easy and consistent implementation by tourism stakeholders. Refer to the [Visit Responsibly Stakeholder Toolkit](#) for more information.

Check all that apply.

- I agree to adopt the RT07 model of "Visit Responsibly" and will download/share the relevant Key Principles on a consumer-facing website and/or other communication channels
- I already have some "Visit Responsibly" messaging on a consumer-facing website and/or other communication channels. Please share the messaging or a link to the messaging below.

37. 6. Project Sustainability *

Please outline the ways in which you think the **PROJECT** you have proposed meets sustainability criteria - economic, social and/or environmental.

Check all that apply.

- Local residents as well as tourists are part of the intended audience
- It's a collaboration with Indigenous, BIPOC, disabled, 2SLGBTQIA+ or other underrepresented communities
- It establishes or enhances my brand recognition and/or awareness of my product/offering
- It encourages more responsible visitation
- It brings visitation/spending in off-peak times (seasons, weekdays, etc.)
- It supports the local arts community - visual, musical, culinary etc.
- It will improve the quality of my marketing creative by ensuring content is appealing and relevant to my target audience
- It encourages visitation of lesser known places with capacity and the appropriate infrastructure
- It tests new and unique content formats or approaches e.g. artificial intelligence or new approaches to digital advertising
- It enables my organization to acquire new skills or capabilities
- It increases the duration of visitors' stays
- It contributes to a decrease in environmental impact
- It increases engagement with my customers (or prospective customers)
- It increases the efficiency of my operation
- It results in a deliverable that meets the intended goals (e.g. dynamic useable imagery, audience engagement, branding alignment, etc.) OR The development of high-quality marketing assets supports local creators, as well as the long-term economic sustainability of tourism operators by helping to increase visitation (often off-season) and improving the effectiveness of marketing campaigns.
- It is a new or revitalized experience/offering or there are new/revitalized elements to it, intended to attract new audiences or provide an enriched experience or otherwise enhanced to ensure continued vibrancy?
- Other: _____

38. 7. Organizations Represented *

Are you applying on behalf of tourism members or tourism businesses within your catchment? (e.g. a DMO or BIA or municipality).

Mark only one oval.

- I'm applying on behalf of 500+ tourism members or businesses within my catchment
- on behalf of 200-499 tourism members or businesses within my catchment
- on behalf of 50-199 tourism members or businesses within my catchment
- on behalf of 25-49 tourism members or businesses within my catchment
- on behalf of <24 tourism members or businesses within my catchment
- I'm applying only on behalf of my own business/organization

39. 8. New Partners *

How many NEW partners are you collaborating with on this project? (i.e. your organization has not partnered with them in past).

Mark only one oval.

- 5+
- 4
- 3
- 2
- 1
- 0

40. 9. Revenue Generation Potential *

What is the anticipated revenue generation potential of this project, and how does it create value for the local economy (e.g. through direct sales, partnerships with local businesses, or attracting high-yield visitors?)

Mark only one oval.

- High revenue potential (substantial direct and sustained/recurring revenue generation for the organization and the local community e.g. bundled offerings/partnerships, extended visitor stays, attraction of high-yield visitors)
- Moderate revenue potential (generates revenue e.g. ticket sales and supports modest economic activity through local business patronage)
- Low revenue potential (minimal direct revenue generation e.g. free event or activities without significant spending opportunities)

41. 10. Long-Term Growth Potential *

Given your goals, what is the long-term growth potential of this project? Growth is an important part of sustainability, and can come from enhancing the value of your offerings, increasing visitor spend or optimizing operational efficiencies. See the [Resource Guide](#) for more suggestions regarding how to achieve long term growth. Please let us know what areas of growth you're looking at in the next year:

Mark only one oval per row.

Yes No

**Increasing revenues
(from point-of-sale or
ticketing systems
tracking ticket sales,
bookings,
merchandise,
services, etc.)**

**Increasing
spend/visitor**

**Sustaining/growing
the number of jobs**

**Increasing visitor
numbers (in areas
with capacity)**

**Increasing repeat
visitation**

**Improving sentiment
and consistency in
online
reviews/ratings and
customer surveys**

**Balancing seasonality
to achieve more
consistent growth
across seasons vs.
limited to peak
season**

Increasing (positive) engagement on social media platforms (followers, likes, shares, etc.)

Increasing website traffic and offline traffic and online inquiries/ bookings inquiries/ bookings

Increase in volume and quality of media and quality of media coverage (e.g. influencers, travel influencers, travel blogs, news outlets, blogs, news outlets, etc., etc.)

Monitoring recognition from industry organizations for best practices, etc. best practices etc

Decreasing the impact of tourism on local ecosystems (resources, energy, waste, etc.) waste etc

Improving community engagement and benefits to the local community (including partnerships, cultural preservation or jobs) preservation or jobs

Increasing visitor awareness of their role and responsibility in sustainability sustainability

Introduction (and performance) of new tourism

products/experiences	tourism
products/experiences	Increasing
collaborative	
Increasing	
offerings with local	
collaborative	
businesses	
offerings with local	
businesses	

42. 11. Organizational Strategic/Aspirational Goals *

Check any of the boxes below that align with your **ORGANIZATION'S** strategic or aspirational goals (i.e. if you are pursuing or are interested in pursuing longer-term objectives such as those below, we want to recognize your efforts/intent).

Check all that apply.

- To foster residents' support of tourism within the community (e.g. through monitoring residents' attitudes towards tourism and adapting strategies based on feedback or providing resident appreciation days or rewards programs to foster goodwill, etc.)
- To advance the environmental sustainability of the organization (e.g. through transitioning a portion of energy usage to renewables or reducing single-use plastics across operations, etc.)
- To improve employee engagement (e.g. through providing mental health support programs to employees or offering flexible work arrangements to staff to support work-life balance, etc.)
- To enhance customer service (e.g. through implementation of a DEI policy or by investing in tourism infrastructure such as expanded facilities, washrooms, garbages and recycling, signage, etc.)
- To improve economic sustainability (e.g. through building a reserve fund equivalent to X months operational expenses or to ensure a portion of your purchasing supports local suppliers, etc.)
- N/A
- Other: _____

43. ATTESTATION *

The following links outline requirements you are agreeing to below:

[Eligible Sources of Funds](#)

[Partnership Program Guidelines](#)

[Region 7 Tourism Stakeholder Business Performance & Sustainability Survey](#)

Check all that apply.

- Funds contributed are consistent with Eligible Sources of Funds
- I have read and understand all information in the Partnership Program Guidelines - Social Media & Digital Advertising
- I have read and understand all information in the links contained in this application
- I have completed or will complete the 2026/27 Region 7 Tourism Stakeholder Business Performance & Sustainability Survey by June 30, 2026
- The information I have supplied above is accurate to the best of my knowledge and all necessary permits are in place (federal, provincial, municipal) and there are no outstanding legal issues that would affect the processing and outcomes of this project and collaboration with RT07.

44. Please let us know if you have any additional comments/clarifications etc. that you'd like us to be aware of in evaluating your application in its entirety.

45. Signature *

Please type your name below to confirm your acknowledgment and acceptance of the information provided.

46. Today's Date *

Example: January 7, 2019

47. **Please help us to improve.** Did you find this application easy to complete?

Mark only one oval.

- Very
- Somewhat
- Not at all

48. **What changes would you make** to the application (keeping in mind the information requested is important to effectively evaluate your submission)?

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