

Video/Image Development 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.

Video/Image Development - Program Overview

This application is used to request funding for video and/or photography development through RT07's approved suppliers. It focuses on collecting the information needed to evaluate your project, confirm readiness, and understand how the proposed content will support tourism revenue and responsible visitation.

- This application may be used for video and/or imagery (photography) production; if using it for both, please distinguish between the video and the imagery (photography) projects
- Note that this program uses RT07's Videography & Photography suppliers as outlined in the respective sections below
- \$1 partner contribution receives \$1 Partnership funds
- Partners may be a single tourism entity or a tourism group/DMO/tourism organization/municipality
- It is possible to be funded for both a video/image development and social media advertising project (using the video/images developed) in one Partnership year; however, this requires SIGNIFICANT lead time to ensure the collateral is edited and ready in time for

the campaign

- IF the Partner intends in the future to conduct paid social media advertising through RT07 with a video developed, the video developed must be 60 seconds or less, with 15 seconds preferred as best performing in most contexts in our experience (Social Media Advertising is another Partnership category and requires a Social Media Advertising application)
- To ensure timely and constructive execution of the planning and actioning of the project, the person named below as the Individual Responsible for Day-to-Day Execution named below will act as the decision maker and liaison with Alex and Brian and/or Andrea

You will be responsible for:

- Knowing what content you wish to showcase and the look and feel of the video and images to be developed, highlighting dynamic, appealing BruceGreySimcoe experiences/offerings
 - In addition to promotional videos depicting your tourism assets, this program may be used to develop staff recruitment videos (mid-level package)
- Scheduling shoot dates with the team
 - Booking shoot dates for approved projects is first come/first served. For videos especially, there will be limited availability for shoots during June - August, so if you're interested in this time frame, get your application in as soon as possible to increase chances of booking your desired shoot date(s).
- Finding models
 - Ensuring dedicated models are lined up
 - Collecting signed copies of the provided model and operator releases prior to the shoot
- Ensuring all shoot locations/activities are expecting the imagery team
- Anticipating sufficient time in planning/management to ensure a successful end product

Video:

- Your video(s) is being developed in partnership with RT07's Agency of Record [Brian Hunt - H Visual Media](#)
- Based on your approved application, they will deliver (shoot and edit) one of the following [video packages](#)
 - Package 1. Partner contribution of \$1,485 including HST (leverages to \$2,970)
 - Package 2. Partner contribution of \$2,585 (leverages to \$5,170)
 - Package 3. Partner contribution of \$3,630 (leverages to \$7,260)
 - You may choose from one of four basic [video styles](#)
- Depending on your needs, video(s) will be delivered in formats suitable for use in Facebook/Instagram social media and digital advertising, on websites, for broadcast, etc.

- Video(s) must include a call to action

Imagery:

- Your photography is being developed in partnership with RTO7's Agency of Record [Andrea Hamlin Photography](#)
- Based on your approved application, she will deliver

- 8 hour photo shoot days
- Edited high resolution images (uploaded or provided on a stick - partner pays stick and shipping cost)
- Images suitable for several purposes as determined in consultation with partner (social media, website, banners, etc.)
- Note that imagery will not be released to the partner prior to editing

Please see the [Guidelines](#) for additional details regarding expectations and supplier processes.

The red asterisks below indicate required fields.

* Indicates required question

1. Email *

2. Email *

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.

8. Project Name *

9. When would you ideally like the shoot to occur? *

Are there any special circumstances or deadlines we need to be aware of?

Spots for shoots June - August are limited and competitive, get your application in as soon as possible - we will do our best to accommodate desired timelines.

Note that all projects must be completed prior to March 31, 2027.

10. When do you require the collateral delivered? *

In a perfect world, you will be shooting a year out (for seasonality) i.e. shooting collateral this summer that will be used next summer.

Let us know the time frame you require the completed collateral. If you are planning to use the collateral in an advertising campaign, let us know the dates of the campaign and we will put in significant effort to deliver the collateral in this time frame (that said we need you to be equally responsive in providing feedback to drafts provided).

11. This question for VIDEO applicants only...What style of video would you like?

[Video Montage sample](#)

[Commercial Style Voice Over](#)

[Interview Style](#)

[Story Style](#)

Check all that apply.

- 1. Video Montage set to music (most appropriate for Pkgs 1, or 2 below)
- 2. Commercial Style Voice Over (most appropriate for Pkgs 2 or 3 below)
- 3. Interview Style (most appropriate for Pkgs 2 or 3 below)
- 4. Story Style (most appropriate for Pkg 3 below)

BUDGET

Please complete the sections below, depending on whether you are looking for only video, only image, or both video and image.

12. **VIDEO BUDGET**

Click [here](#) for details on the 3 Video Package options.

Partner Contribution Amount (including tax)

Package 1. Basic \$1,485 partner contribution (including tax)

Package 2. Intermediate (most common) \$2,585 partner contribution (includes recruitment videos) (including tax)

Package 3. Deluxe \$3,630 partner contribution (including tax)

Choose one of these packages below. If you are unsure of your needs, speak to Alex.

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

Check all that apply.

- Package 1
- Package 2
- Package 3

13. PHOTO BUDGET**Partner Contribution Amount (including tax)**

of days required x \$1,100 per 8 hour day - this represents 1/2 of the total project cost (including tax). Minimum partner contribution is 1 day (\$1,100); maximum is 3 days (\$3,300). You will need to send RT07 this amount in the form of an EFT, e-transfer or cheque.

14. Total PARTNER Contribution *

This is the sum of the above video and image partner contributions (including tax).

15. Total PROJECT Budget *

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

16. Please tell us about the product or experience you would like to promote, sell or feature (what are you hoping to achieve/convey with the video/images)? *

17. Describe the audience that you are hoping to attract with the video/images (age, life stage, other characteristics, etc.) Where are they located? *

Click [here](#) for RT07's Target Markets & Activities

18. Where will you use the video/images? *

Check all that apply.

- Website
- Social Networks (YouTube, Facebook, Instagram...)
- Paid Social Media Advertising (Facebook, Instagram)
- Printed Collateral (brochures, guidebooks)
- Presentations
- Broadcast (e.g. a TV Commercial)
- Tradeshows
- An image database that your stakeholders can access for marketing purposes

19. Performance Metrics *

Please indicate how your organization will evaluate the success of the video/photo shoot and resulting collateral (e.g. process was smooth, collateral was delivered on time, images met our objectives, etc.)

20. Requirements (all applicants complete) *

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

[Claim/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 Typy Training](#)

Check all that apply.

- My/our website is up to date and easy to navigate
- Activities depicted will conform with safety standards e.g. helmets, lifejackets, etc.
- Partner will be responsible for gathering and submitting signed model and operator releases prior to the shoot using the QR code provided by video/photographer
- Partner will clearly and publicly post that onsite filming is underway if there's a chance the public might end up in the background of a shot
- Partner has signed up to receive RT07's e-blasts
- Partner maintains a complete and active (free) listing on the BruceGreySimcoe website
- Partner has submitted any relevant content (project related or otherwise) to Destination Ontario's 'Always On Partner Content Intake'
- Partner has updated their Google listing
- Partners are required to complete at least one Typy online training course by March 31, 2027. Typy 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
- Partner will display the BruceGreySimcoe - Always in Season and Ontario logos (provided by RT07) with active links to those sites on their website
- Once the project is approved, partner commits to using Basecamp (provided by RT07) for all communications regarding the project
- Partner will submit a final report (template provided) to RT07 within 30 days of project completion

21. Video Only Requirements*(video applicants complete)*[H Visual Media's Best Practices for Successful Projects](#)*Check all that apply.*

- We have a YouTube account established
- Video will contain a clear Call To Action
- The final screen of the video will feature the BruceGreySimcoe and Ontario logos
- Video will encourage planning/booking ahead where appropriate
- For video, I have reviewed H Visual Media's Best Practices & Tips

22. Photo Only Requirements*(photo applicants complete)*[Andrea Hamlin's Successful Photo Shoots](#)*Check all that apply.*

- I have read Andrea Hamlin's Successful Photo Shoots
- The BruceGreySimcoe - Always in Season logo will be included on collateral subsequently developed using the images

SUSTAINABLE TOURISM

23. 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

24. 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 - Translation
- Partnership Program - Trade Show Support
- Operations Implementation Program
- T3 Accelerator
- Tech Compass

25. 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 another sustainability initiative - 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: _____

26. Sustainability Initiatives/Measures Detail from Above

27. 3. Data Collection - Employee Turnover Rate *

Details can be found on the [RT07 Employee Turnover Rate](#) page.

Collecting and reporting on your Employee Turnover Rate may help strengthen your eligibility for participation in future RT07 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 RT07 (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

28. 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

29. 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

30. 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.)
- 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: _____

31. 7. Organizations Represented *

Are you applying on behalf of your 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

32. 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

33. 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)

34. 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



35. 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: _____

36. 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
- 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

37. 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.

38. Signature *

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

39. Today's Date *

Example: January 7, 2019

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

Mark only one oval.

Very

Somewhat

Not at all

41. 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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