



## Connecting America Co-op Marketing Program

Thank you for your interest in the Connecting America Co-op Marketing Program. The following submission form will help guide your application. Be sure to pay attention to Destination Canada's *Key Investment Criteria* listed below:

### KEY INVESTMENT CRITERIA

Creativity (new and non-traditional Initiative)	25%
Collaboration and multiple partnerships	25%
Alignment of marketing objectives, goals and strategies	15%
Measurable outcomes	10%
Collaboration with various partners	10%
Target markets	5%
Target audience	5%
Agency management fees/operating expenses < 15%	5%
<b>TOTAL</b>	<b>100%</b>

### What to keep in mind when submitting:

- We are looking for submissions that demonstrate a combination of either pan-national, cross-sector and/or cross-region collaboration
- Target audience should either be Learners (Cultural Explorers and Authentic Experiencers, ages 25-44 living in our target markets) or a well-defined alternative that aligns or complements this audience.
- Focus on reaching Destination Canada's target audience living in one or more of our target cities (New York City, Los Angeles, San Francisco, Chicago, Washington, Boston, Philadelphia, Houston and Dallas-Fort Worth) who will fly to Canada.
- Our target learners are free and independent travelers (FIT) and travel with a friend or loved one. They book direct and online with their favourite airline, accommodation or OTA. They are also online all day and heavy social media users.
- Look to collaborate with multiple partners such as destinations, tourism experiences, transportation, and accommodations. Our target audience, Learners, like to immerse themselves while discovering and absorbing unique cultures.
- Highlight distinctive experiences in all four seasons and consider promoting lesser known experiences and destinations.
- We are also looking for new and innovative initiatives – proposals supporting existing programs or those from prior years will still be considered as long as growth or innovation (compared to the previous application) is demonstrated.
- Ensure your marketing goals, strategy, and channel integration are aligned with or are complementary to Destination Canada's US strategy.
- Present strong- and well-defined key measures of success and performance indicators (KPIs) as you will be asked to submit a final performance report upon completion of your initiative.
- Demonstrate that budget allocated for agency management fees and other operations expenses will not exceed 15% of the total program budget. We are seeking to maximize investment in marketing activities.
- Destination Canada may seek rights to the creative assets utilized in your initiative; providing confirmation of usage rights will be considered an asset.

If you have questions or need more information, please refer to our corporate [website](#) or email [questions@onlybeattie.com](mailto:questions@onlybeattie.com).

Thank you for your interest. We look forward to reviewing your proposal.

## Application Information

Submission Date:  Campaign Dates:

**Applicants:** Identify the organizations that you will be working with

**Lead Organization (mandatory):** Identify the Legal Entity that will be assuming the financial and reporting responsibility

## Contact Information

**Main Point of Contact (mandatory):** Identify the sole point of contact that Destination Canada lead will work with:

**Name (first name, last name):**

**Title:**

**Organization:**

**Address:**

**Email:**

**Telephone (direct):**

**Mobile:**

# Proposal

**Name of Initiative:**

**Project Description:** Tell us the purpose of your campaign. Describe your marketplace, including its market potential and economic impact, key trends, your competitive strengths and weaknesses, as well as your consumer tastes and preferences, planning and booking cycle, and media habits *(5000 character maximum)*.

**Target Markets:** New York City, Los Angeles, San Francisco, Chicago, Washington, Boston, Philadelphia, Houston and Dallas-Fort Worth. List which of these markets are relevant to your initiative (1,350 character maximum).

**Target Audience:** Our highest potential customers to visit Canada in the next two years are Learners (Cultural Explorers & Authentic Experiencers), aged 25-44. [Learn more about these Explorer Types](#). Please indicate how your proposal aligns with our target audience, or another based on your research and past marketing success (2,000 character maximum).

**Creative Idea:** Share your plans to creatively inform American travellers how we're unique and different in Canada. Tell us how your creative approach aligns with and reinforces Destination Canada's creative mission in the US. We are looking for non-traditional alliances that demonstrate pan-national, inter-provincial, cross-industry and other partnerships. (6,800 character maximum).

**Marketing Objectives, Goals and Strategies:** Indicate what you are generally trying to achieve and the specific outcome that is desired. Be sure that your goals are specific, measurable, achievable, relevant and time-bound. Note how you plan to allocate your resources and to generally achieve your noted goals through an integrated multi-channel approach that may include media relations, public relations, social media, search, content marketing and advertising. Under each strategy, be sure to illustrate some of your anticipated tactics, those specific tangible activities that will carry out your strategy *(2,000 character maximum)*.

**Measurable Outcomes:** Describe how you will determine whether your previously noted goals have been achieved. Include the key performance indicators you will use and your targets *(2,000 character maximum)*.

**Detailed Budget and Source of Funds:** Provide a detailed budget that includes the estimated expenses of each tactic along with a list of the financial contribution (cash and in-kind) from each of your partnering organization. Be sure to note your budget assumptions. A reminder that Destination Canada may match up to a maximum of 50 cents for every dollar up to a maximum of \$500,000 for any single proposal. Total funding from private organizations should be greater than 40% - note that destination marketing funds are considered by Destination Canada as public money. The budget allocated for agency management fees and other operations expenses cannot exceed 15% of the total program budget, in order to maximize the actual investment going into market. Include the dollar amount of contribution you are applying for with Destination Canada.

**Please attach detailed budget in excel or word format as part of your submission.**

Thank you for your submission for the Connecting America Co-op Marketing Program. We look forward to reviewing your submission. Please note that if your submission is successful your proposal will be included in our Partnering Agreement.

**Please email the completed form to [ConnectingAmerica@destinationcanada.com](mailto:ConnectingAmerica@destinationcanada.com)**