



Tourism Cooperative Marketing Fund
2026/27 Guidelines

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Purpose of the fund

The purpose of the Tourism Cooperative Marketing Fund (TCMF) is to assist in the promotion and marketing of Yukon visitor experiences and services across the territory. The fund aims to amplify the impact of marketing efforts, thereby enhancing the overall visibility and appeal of the Yukon as a premier travel destination. All projects must feature a visitor experience, service, or destination.

TCMF aims to empower businesses, communities, and organizations to engage in innovative and impactful marketing campaigns. Through strategic investments and cooperative efforts, TCMF seeks to elevate the Yukon's profile on the global and local stage.

The total budget for the program is \$700,000 per fiscal year.

Application Intakes and Funding Agreement Timelines

	Intake 1	Intake 2
Application Dates	Applications open January 1 and close February 1 at 4:30 p.m. YST	Applications open September 1 and close October 1 at 4:30 p.m. YST
	If the deadline falls on a weekend or holiday, the deadline moves to 4:30 p.m. on the next business day.	
Processing time for complete applications	30 business days	
Funding Agreement timeline	April 1 – March 31	December 1 – November 30
	Funding Agreements are for a maximum of 1 year.	

Prioritization

Priority will be given to projects that demonstrate:

- Innovative ideas and approaches to tourism marketing initiatives;
- Strategic alignment with the Tourism Development Strategy, Yukon Tourism's Marketing Strategy and/or the proponent's own organization's marketing objectives;
- A strategic approach to measuring the effectiveness of marketing efforts; and
- Collaborative efforts among multiple stakeholders.



Applicant eligibility

- Yukon tourism businesses offering activities, attractions, transportation and/or accommodations.
- Food and beverage establishments applying for advertisements that promote specialized visitor experiences (i.e. tastings; establishment tours; special menus).
- Community societies or industry associations featuring visitor experiences or services.
- Municipalities and Destination Marketing Organizations promoting their destination.
- Yukon First Nations governments or development corporations featuring a visitor experience (e.g. cultural centres).

Third parties cannot apply on behalf of TCMF applicants.

To be eligible, Yukon tourism businesses must meet the following conditions:

- be in good standing with Yukon Corporate Affairs;
- have a Travel Yukon Listing;
- have an office with a physical address in Yukon and be subject to the Yukon Income Tax Act;
- be registered under the Business Corporations Act and the Partnership and Business Name Act, where applicable; and
- have all applicable business licenses (i.e.: Wilderness Tourism, etc.).

To be eligible, community societies or industry associations must:

- be registered under the Yukon Societies Act and be in good standing;
- be based in one or more Yukon communities;
- be open to public membership; and
- demonstrate clear interest in providing visitors with experiences or services.

If an applicant receives operational funding from the Department of Tourism and Culture, the applicant must demonstrate that the TCMF project is clearly different from their existing funding scope or mandate and falls outside the objectives of the operational funding already received.

Conflict of Interest

The Conflict of Interest clause of the funding agreement and the Government of Yukon *Conflict of Interest Policy* are considered during the assessment and administration of the funding process. Funding under an agreement may be denied (in whole or in part) if there is a perceived or actual conflict of interest.

To ensure impartiality and transparency, successful applicants must ensure that payments from funding, including, but not limited to advertising activities submitted are from a third party with no financial or operational interest in their business or organization.

Furthermore, content or materials must not be inappropriate, abusive or otherwise offensive, and must not contain, depict or involve (without limitation) any of the following: profanity or otherwise offensive or obscene language; derogatory characterizations of any ethnic, racial, sexual or religious groups; language that is abusive, racist, sexist, homophobic or otherwise hateful; content that violates someone's privacy; content that endorses or condones any illegal, inappropriate or risky activity or violent behaviour; comments that make threats or suggest a criminal act; comments that threaten or defame any person or organization; content that makes threats or suggests a criminal act; content, comments or inferences that could be interpreted as affiliated with any political party; any other content that is or could be considered inappropriate, unsuitable or offensive.

This policy is designed to prevent conflicts of interest and maintain the integrity of the funding process, therefore the activities and/or recipients described above will be deemed ineligible. Non-compliance with this requirement may result in the suspension or revocation of funding.

Funding thresholds

Note: Projects must have a minimum total budget of \$5,000 to be eligible for TCMF. Applications with a total budget under \$5,000 will be automatically declined. TCMF provides funding from \$2,500 to \$35,000, and up to \$50,000 to Destination Marketing Organizations.

Eligible Applicants	Awarded per YG fiscal year (April 1, - March 31)
Yukon tourism businesses, First Nations Governments, Municipalities, non-government organizations featuring visitor experiences, festivals & events	TCMF contributions between \$2,500 and \$35,000 (total projects budgets between \$5,000 and \$70,000)
Yukon Destination Marketing Organizations	TCMF contribution up to \$50,000

Overview of TCMF funding structures and activities

Note: All activities must be delivered through a third party

Funding structure for traditional & online advertising		
50% of approved activities will be covered by TCMF and 50% will be covered by the recipient		
Note: To qualify for TCMF, the total project budget must be at least \$5,000 (a contribution of at least \$2,500 from the recipient). Projects with a total budget under \$5,000 are not assessed for TCMF.		
Examples of advertising activities		
• Print ads • Radio ads • Google ads • Social media ads • Digital TV ads • Online ads • Email marketing • AI marketing tools	• Search engine optimization (SEO) if separate from website or domain costs • Search engine marketing (SEM) • Digital media campaign management • High-resolution photos or videos for specific marketing campaigns	• Collaborations with influencers and content creators • Affiliate Marketing *NEW Ads in Podcasts *NEW Generative Engine Optimization (GEO) (AI) *NEW
Funding structure for travel-related activities		
Approved shows in Canada: • Western Canada (BC, AB, SK & MB): \$1500/show • Central Canada (ON & QC): \$3000/show • Atlantic Canada (NB, NS, NL, PE): \$4000/show	Approved shows outside of Canada: • United States: \$4000/show • Overseas: \$5000/show	
For all other travel-related activities (familiarization tours, sales calls, sales missions, Hosted Buyer events, etc.): • Applicants can receive up to \$2500/activity		
Examples of travel-related activities		
Trade and Consumer Shows • Events to showcase tourism experiences or services to potential visitors, travel trade; or • Meetings, Conventions, and Incentive Travel (MC&IT) event organizers. Familiarization Tours		

- A subsidized tour you are organizing for travel media, travel trade or other influencers to introduce them to a new or enhanced tourism experience/facility.

Sales Calls

- Attending a face-to-face meeting in key geographic markets to highlight your tourism experience or service to potential clients for the purpose of generating visitation.

***For more detailed descriptions of travel related activities see Appendix B**

Ineligible expenses

- Website-related costs including development, redesign, hosting, and maintenance
- Printing brochures and other promotional materials
- General design services
- Printing and installation of highway signs
- Per diems and meals (unless specified as an eligible project expense related to a travel-based project)
- Ground transportation (unless specified as an eligible project expense related to a travel-based project)
- Donations of cash, products, experiences, or services
- Costs associated with fundraising
- In-kind expenses
- Alcohol and cannabis
- GST
- Expenses outlined in the Conflict-of-Interest clause
- Sponsorship

The program is intended to support incremental marketing initiatives and does not fund ongoing operating and maintenance costs. Expenses deemed operational are ineligible for funding.

Application Review

All applications will be assessed by program officers and an Evaluation Committee for compliance with the eligibility requirements and evaluated using the Assessment Matrix (found on page 15).

Funding agreement

The Transfer Payment Agreement between the applicant and the Government of Yukon will be negotiated to a level that demonstrates a reasonable sharing of financial risk. The schedule for

payment is in accordance with the Government of Yukon's Transfer Payment Policy and as outlined in the [Financial Administration Manual](#).

Reporting

Reporting will take place within SurveyMonkey Apply. Successful applicants will have reporting schedules outlined in their Transfer Payment Agreement.

The Recipient shall provide a final report upon project completion. If the recipient fails to report as outlined in the Transfer Payment Agreement and schedule, their agreement may be terminated, and they will be required to return some or all the funding to the Government of Yukon.

Applicants must retain proof of payment, tear sheets, analytics, and other related documents for one year. Audits may be conducted, and you must be able to supply the information requested should your project be audited.

Overview of the process

1. You apply

You apply online at [Yukon.ca](https://yukon.ca). We encourage you to work with our team on your application; book time to speak to an advisor [here](#). We want to answer your questions and help you with the application process. You will be notified when your application is received; however, you may be contacted to provide more information or to clarify elements of your application.

Can I edit or add to my application after I submit it?

No. Please ensure your application is as accurate and complete when you submit it. If you must make changes, please [contact our team](#) right away. If you are contacted to provide more information or to clarify elements of your application, this information will be added to your application by our team.

2. We review your application

We will review all the applications and evaluate them based on our Assessment Matrix (see page 15). Projects, activities, and contribution amounts are approved on a case-by-case basis. You may not be approved for the full amount you requested.

If the fund is fully committed, applications will be waitlisted and processed as funds become available.

3. We both enter into a funding agreement

If your application is approved, a funding agreement will be created and forwarded to you for signature. The funding agreement will outline the terms and conditions for funding and include a schedule outlining the deliverables, reporting, budget, and terms of payment specific to the project or activity.

You will be contacted when your agreement is ready for signing. To ensure your agreement is processed efficiently, your signed agreement must be returned to us within 30 days of being contacted to inform you your agreement is ready for signing. **Failure to return signed documents within 30 days will result in the funding agreement being terminated.**

4. You report on the project or activity

At the interim of your project, you will provide reporting (including receipts or paid invoices) to receive your first installment based on actual expenses to date. Please review your funding agreement and schedule to ensure you are submitting all required documentation.

5. You complete the project or activity

You have up to one year to complete the project or activity as it is outlined in your funding agreement. Keep receipts, paid invoices, tear sheets, and other reporting for your project.

6. You report on the project or activity

Your final report is due on or before the date specified in your funding agreement (within 30 days of the completion of your project or activity). The funding agreement and schedule outlines your reporting requirements in detail.

Please review your funding agreement and schedule to ensure you are submitting all required documentation and reporting.

Should I submit invoices, statements, and/or receipts?

We require a receipt or invoice showing that an advertising expense has been paid. The receipt or paid invoice must provide details on what was paid for, the cost breakdown including taxes, and the date the invoice was paid. Any discounts or loyalty credits must also be disclosed on the receipt or invoice.

As stated in all funding agreements, failure to submit your final report on or before the deadline entitles the Department of Economic Development, Tourism and Culture to terminate your agreement. If the agreement is terminated, you will be required to reimburse the Government of Yukon for advanced funding you may have received.

7. We process your payment

The payment you receive may be different than the amount you claim with your final report. This may be due to the removal of ineligible expenses (e.g. GST, currency conversion, etc.) or because your ad features services or experiences outside of tourism services or experiences, etc. Due to high volumes of reporting during peak times, please allow for 45 business days for processing.

Assessment Matrix

The following weighted assessment table will be used to rank projects. All eligible applications will be assessed against this matrix.

Scoring Criteria	Weighting
Demonstration of Return on Investment (ROI): The project demonstrates ability to provide effective, measurable return on investment. This could include evidence of media coverage, metrics, and other quantifiable outcomes.	30%
Strategic Alignment with Tourism Development Strategies: Projects that highlight how they contribute to and complement the goals outlined in the Yukon Tourism Development Strategy, Yukon Tourism's Marketing Strategy and/or their own organization's marketing strategy.	25%
Innovative approach to advertising: The activities and/or project demonstrate an elevated level of creativity and originality in advertising methods. The project demonstrates diversification to incorporate new and/or unexplored marketing elements and ideas to reach credible audiences.	20%
Organizational Capacity Looking for evidence that the applicant organization possesses the experience, human resource and financial capacity to undertake and complete the tourism project for which it has applied. Will take into consideration previous relationship with the Government of Yukon, the makeup of the project team, partners and the governance structure, and other information as necessary to assess capacity.	20%
Partnership and Community Building: Evidence of the project's ability to foster collaboration and partnership that benefits the tourism sector and destination visibility.	5%

Appendix A - Frequently asked questions

Who makes decisions about my application?

All applications will be assessed by an Evaluation Committee for compliance with the eligibility requirements and evaluated using the Assessment Matrix (above).

What should I do if my project or activity changes after I sign the agreement?

Contact the Program Officer as soon as you can if you need to make a change to your agreement. Amendments may include reducing your anticipated budget or changing the project or activity completion date, the scope of a project, number of attendees or travel dates. All amendments must be requested by email to the Program Officer for assessment and approval (tcmf@yukon.ca). If your proposed changes are approved, a formal amendment agreement will be created and forwarded to you for signature.

By contacting us right away, we can either issue an amendment or cancel your agreement, which means we may be able to release some or all the funding to another applicant on the waitlist.

What should I do if I cannot complete my project or activity?

Contact the Program Officer as soon as you can if you are unable to complete your project. If some project objectives have been met, you may be eligible for partial funding.

By contacting us right away, we can either issue an amendment or cancel your agreement, which means we may be able to release some or all the funding to another applicant on the waitlist.

How do I report expenses paid in a currency other than Canadian dollars?

If expenses are incurred in any currency other than Canadian dollars, you must provide the posted conversion rate from the [Bank of Canada](https://www.bankofcanada.ca/) on the date the expense was incurred or provide credit card statements indicating currency exchange rate charge by credit card provider.

Appendix B - Travel Activity Descriptions

If multiple travel activities are undertaken during the same trip, travel expenses (flights, hotels, per diems etc.) may only be claimed once. Funding recipients must clearly identify all activities completed as part of the trip and demonstrate how each activity was delivered within the reporting windows. Where multiple activities on a single trip are not adequately documented, the program may require re-payment of ineligible expenses.

Trade, Consumer or Meetings, Conventions and Incentive Travel Shows

Funding structure for trade and consumer shows	
Approved shows in Canada: - Western Canada (BC, AB, SK & MB): \$1500/show - Central Canada (ON & QC): \$3000/show - Atlantic Canada (NB, NS, NL, PE): \$4000/show	Approved shows outside of Canada: - United States: \$4000/show - Overseas: \$5000/show

Description: Events to promote tourism experiences, products or services to potential visitors, travel trade or Meetings, Conventions, and Incentive Travel (MC&IT) event organizers.

Typical Delivery:

- Booth or exhibitor participation at a scheduled industry event
- One-to-many engagement model
- Pre-scheduled and walk-up meetings

Expected Outcomes:

- New sales leads
- Distribution opportunities
- Media exposure
- Consumer inquiries
- Industry networking

Reporting requirements:

- Written report
- Event registration receipt (proof of purchase)
- Proof of attendance (a copy of the event floor plan indicating your booth location)

Familiarization Tours

Funding structure for travel-related activities

- Applicants can receive up to \$2500/activity

Description: A hosted tour you are organizing for travel media, travel trade or other influencers to introduce them to a new or enhanced tourism experience/facility. Excludes familiarization (FAM) tours that are partially or entirely funded by Department of Economic Development, Tourism and Culture, Destination Canada or any other government organization.

Typical Delivery:

- In-market product experiences, guided itineraries, and product demonstrations.

Potential Outcomes:

- Inclusion in travel programs
- Media coverage
- Content creation

Applicant criteria:

- FAM tour expenses must be reasonable and reflect the FAM you are showcasing (e.g. if you are selling a mountain bike tour, you would not apply for accommodation at a fly-in fishing resort); and
- A maximum of two participants per business or organization will be funded per Media FAM tour or one participant per Travel Trade FAM tour. To request approval for additional participants, applicants must seek approval from the Program Officer in writing a minimum of one month before the FAM tour takes place.

Reporting requirements:

- Written report
- Receipts

Eligible expenses:

- Third party costs for transportation, accommodation, visitor experiences and equipment rentals; and
- Third party meal expenses (excluding alcohol) purchased during the FAM tour will be reimbursed based on the current Government of Yukon's Meal Rates.

Note: Transportation, accommodations, visitor experiences, equipment rental and/or meals you provide are not eligible expenses.

Destination Marketing Organization-led Sales Mission/Hosted Buyer Events

Funding structure for travel-related activities

- Applicants can receive up to \$2500/activity

Description: A DMO-led sales mission collectively showcases Yukon as a destination in target markets. The sales mission activities can include participating in Hosted Buyer events.

Typical Delivery:

- Series of pre-arranged one-on-one meetings, usually in an appointment-based marketplace
- Travel to a market rather than participation in a formal trade show

Potential Outcomes:

- Contracted business
- New trade relationships
- Product placement in itineraries
- Increased sales opportunities

Applicant criteria:

- Must be led and attended by an approved DMO (e.g. Sport Yukon, Yukon Convention Bureau or Klondike Visitors Association);
- Your application must include an overview of the sales mission from the DMO as well as a list of all Yukon participants and their businesses;
- A maximum of two participants per business or organization are eligible. To request approval for additional participants, applicants must seek approval from the Program Officer a minimum of one month before the sales mission takes place; and
- Sales missions may not exceed seven nights in one destination.

Reporting requirements:

- Written report
- Receipts

Eligible expenses:

- Return air or ground transportation to the event destination to a maximum of the cost of an advanced economy airline ticket or the current Government of Yukon's Distance Allowance for Private Vehicle rate between Whitehorse and the event destination, whichever is lower;
- Accommodation in a standard room to a maximum of seven nights; and
- Meeting room rental to a maximum of \$500CAD.

Sales Calls

Funding structure for travel-related activities

- Applicants can receive up to \$2500/activity

Description: Attending a face-to-face meeting in target markets to promote your tourism experience, product or service to potential clients (e.g. tour companies, travel agents, RTO's, etc.) for the purpose of generating visitation.

Typical Delivery:

- Individual meetings usually focused on a single client or organization
- Generally shorter and more targeted than a sales mission

Expected Outcomes:

- Advance a specific sales opportunity
- Maintain existing business relationships
- Secure bookings, contracts, or partnership opportunities
- Generate qualified leads for future follow-up
- Increase awareness of Yukon products, services, events, or destinations

Applicant criteria:

- A maximum of two participants per business or organization are eligible. To request approval for additional participants, applicants must seek approval from the Program Officer a minimum of one month before the sales call takes place; and
- At least one face to face meeting confirmed (email confirmation, calendar invite) before Sales Mission begins. Sales calls must not exceed seven nights.

Reporting requirements:

- Written Report
- Proof of attendance (calendar invite, email confirming face to face meeting or emails showing follow-up discussions or negotiations.
- Receipts

Eligible expenses:

- Ground transportation in destination to a maximum of \$100CAD per day to a maximum of seven days;
- Accommodation in a standard room for the duration of the sales call plus one night before or after the sales call to a maximum of eight nights; and
- Meeting room rental to a maximum of \$500CAD.

Destination Marketing Organization-led Sponsorship Event

Funding structure for travel-related activities

- Applicants can receive up to \$2500/activity

Description: Participation in a DMO-led event to showcase Yukon tourism experiences, products and services to a trade show audience as part of a sponsorship benefit in a target market (example: participating in an event led by the Yukon Convention Bureau hosted at Tête-à-Tête).

Typical Delivery:

- Joint sales activities like industry marketplaces and recruitment events

Potential Outcomes:

- Increased business events activity
- New meeting and conference leads

Applicant criteria:

- Event must be led and attended by an approved DMO (e.g. Sport Yukon, Yukon Convention Bureau or Klondike Visitors Association);
- Your application must include Sponsorship Benefits Package from the event organizer;
- A maximum of one participant per business or organization is eligible. To request approval for additional participants, applicants must seek approval a minimum of one month before the event takes place; and
- If event sponsorship is done in association with a show, each project must be applied for separately.

Reporting requirements:

- Written report
- Receipts

Eligible expenses:

- Return air or ground transportation to the event destination to a maximum of the cost of an advanced economy airline ticket or the current Government of Yukon's Distance Allowance for Private Vehicle rate between Whitehorse and the event destination, whichever is lower;
- Accommodation in a standard room for the duration of the event plus one night before or after the event;
- Meeting room rental to a maximum of \$500CAD; and
- Sponsorship expenses (e.g. the cost of sponsorship or meals associated with the sponsorship).

Note: Sponsored meal expenses will be reimbursed based on actual costs or Government of Yukon's Meal rates whichever is lower. Alcohol is not an eligible expense.

Event Bid Presentation

Funding structure for travel-related activities

- Applicants can receive up to \$2500/activity

Description: A formal and strategic presentation delivered to secure Yukon as the host destination for a future cultural or sporting event, meeting or conference.

Typical Delivery:

- Formal presentations to event selection committees.
- Proposal development and business case preparation.
- Site inspections and destination showcasing.

Expected Outcomes:

- Attempted event bids

Applicant criteria:

- Your application must include written confirmation that any required financial commitments are in place. The event must be feasible within the infrastructure of the host community in Yukon; and
- A maximum of two participants per business or organization are eligible. To request approval for additional participants, applicants must seek approval from the Program Officer a minimum of one month before the event takes place.

Reporting requirements:

- Written report
- Receipts

Eligible expenses:

- Return air or ground transportation to the event destination to a maximum of the cost of an advanced economy airline ticket or the current Government of Yukon's Distance Allowance for Private Vehicle rate between Whitehorse and the event destination, whichever is lower; and
- Accommodation in a standard room for the duration of the event plus one night before or after the event.

Destination Presentation at Secured Event

Funding structure for travel-related activities

- Applicants can receive up to \$2500/activity

Description: A presentation to promote Yukon to potential event attendees once Yukon has been secured as the host destination for a future cultural or sporting event, meeting or conference.

See *Destination Marketing Organization-led Sponsorship Event* for typical delivery and potential outcomes.

Applicant criteria:

- Your application must include written confirmation from the event organizer that Yukon will host the upcoming event and that any required financial commitments are in place. The event must be held within the following calendar year and must be feasible within the infrastructure of the host community in Yukon;
- Your presentation should aim to promote Yukon, increase the number of delegates and encourage pre- and post-event tourism package bookings to increase length of stay; and
- A maximum of two participants per business or organization are eligible. To request approval for additional participants, applicants must seek approval a minimum of one month before the event takes place.

Reporting requirements:

- Written report
- Receipts

Eligible expenses:

- Return air or ground transportation to the event destination to a maximum of the cost of an advanced economy airline ticket or the current Government of Yukon's Distance Allowance for Private Vehicle rate between Whitehorse and the event destination, whichever is lower; and
- Accommodation in a standard room for the duration of the event plus one night before or after the event.

Note: Registration costs for the conference/event is ineligible for this type of activity.