



Tourism Cooperative Marketing Fund 2022/23 Guidelines

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Purpose of the fund

For 2022/23, the purpose of the Tourism Cooperative Marketing Fund (TCMF) is to assist in the promotion and marketing of Yukon tourism experiences and services from across the territory to residents and visitors alike.

The TCMF budget for 2022/23 is \$700,000. Demand for the funding is expected to be high and applications will be processed in the order in which they are received. Third parties can no longer apply on behalf of TCMF applicants.

Who is eligible to receive TCMF?

- Yukon tourism businesses offering activities, attractions, transportation, dining and/or accommodation;
- Non-government organizations featuring visitor experiences or services;
- Municipalities and Destination Marketing Organizations wishing to promote their destination; and
- Yukon First Nations Governments featuring visitor experiences (e.g. cultural centres).

To be eligible, businesses and organizations must:

- Hold and maintain all applicable insurance, licenses, and permits, necessary to run the business;
- Be based in Yukon. The business must have an office with a physical operating address in Yukon;
- Be in good standing with Yukon Corporate Affairs and Yukon Workers' Compensation Health and Safety Board (if applicable); and
- Have a website or web presence that provides information on cancellation and payment policies.

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.

How much money can I apply for?

Eligible Applicants	Eligible Program Activity	Maximum Funding
Yukon tourism businesses (Accommodations, transportation, visitor experience Yukon providers & visitor attractions)	Traditional & online advertising Approved trade & consumer shows Familiarization tours, sales calls & sales missions	Up to \$25,000
First Nations Governments & Municipalities, Yukon non-government organizations featuring tourism experiences, festivals & events	Traditional & online advertising Approved trade & consumer shows Familiarization tours, sales calls & sales missions	Up to \$35,000
Yukon Destination Marketing Organizations	Traditional & online advertising Approved trade & consumer shows Familiarization tours, sales calls & sales missions	Up to \$50,000



2022/23 COVID Recovery Program: **Go Digital Yukon!**

With funding from the Tourism Relief and Recovery Plan, the Department of Tourism and Culture is proud to launch the **Go Digital Yukon!** program for 2022/23. The program is open to all eligible TCMF applicants and is intended to support Yukon's tourism sector in developing and enhancing their online presence and digital capacity.

Designed specifically for Yukon's tourism sector, this program is focused on providing practical, actionable guidance to increase your knowledge of digital marketing. This program will introduce you to search engine optimization, website usability, content, email marketing, social media, analytics and more through toolkits, training, support and funding.

Program participants will receive:

1. **A digital media toolkit** with templates and tools to develop and implement your digital marketing plan and tactics;
2. **Interactive and pre-recorded workshops** led by digital marketing experts;
3. **One-on-one coaching** with a digital expert to give guidance, answer questions and provide custom solutions; and
4. **Up to \$3,000 in funding** (on top of your TCMF funding) to use towards digital marketing content creation (Examples include: photos, videos, website enhancement, creation of campaigns, social media plans, etc.).

To apply, you must demonstrate, through the TCMF application form, your interest and commitment to dedicate up to 10 hours to the program (estimate five hours to attend classes during business hours, up to two hours for your one-on-one coaching, and at least three hours to apply your knowledge to your business).

Applicants will receive \$1,000 of the funds upon acceptance into the program. The remaining funds will be issued when you demonstrate you have attended a minimum of 4 workshops, worked with one of our digital experts, provided a final report and submitted itemized receipts.

Overview of eligible TCMF projects and activities

Funding Structure

Traditional & online advertising		<ul style="list-style-type: none"> • 60% of eligible expenses will be covered by TCMF and 40% will be covered by the applicant
Online Advertising		
<ul style="list-style-type: none"> • Ad word purchase • Ad in email newsletter • Listings in online directories • NWTel digital kiosk • Online advertorial 	<ul style="list-style-type: none"> • Placement of online ads • NEW: Search engine optimization • NEW: Digital media campaign management 	<ul style="list-style-type: none"> • Social media targeted ads • NEW: Sponsored listings on booking platforms • Targeted audio/visual ads
Traditional Advertising		
360 Grad Kanada Abenteuer Adventure Travel Trends American Angler B&B Brochure Beat Route Magazine Bell's Alaska Highway Mapbook Bell's Alaska Mapbook Bell's Yukon Map Cabin Radio Yellowknife Canada Post - Mail Drop Canadascope Canadian Geographic CHON FM City of Whitehorse Bus shelter advertising City of Whitehorse Planter Boxes CKRW Condé Nast Traveler CSAE – Conference Edition Magazine Dawson City Guide Die Alpen (Swiss Alpine Club magazine) Dreamscapes Travel & Lifestyle Magazine	Engage Digital Signage (display ads) Epic Adventures List European paddle magazine Exclaim! Magazine Faro Guide Faszination Kanada Fly Tyer Globe and Mail Good Sam Grand Slam - Ovis Gray's Sporting Journal Kanada Magazin Kanu Sport Magazine KHNS Radio Klondike Sun L'Aurore Boreale Mountain Hunter Magazine North of Ordinary TV Network (display ads) Northwestel Community TV Ontario Out of Doors Outdoor Canada Paddling Magazine Petri-Heil Rocky Mountain Elk Foundation Magazine	RV Alaska RV West RV Yukon Safari Club International Magazine Scott Company Travel Guide Sentier chasse-pêche magazine Skagway News Southern Lakes Guide St. Elias Travel Guide The Last Great Road Trip The Milepost The Modern Huntsman Trailer Life Travel Guide to Canada Up Here Business Magazine Vancouver Sun Watson Lake Guide What's Up Yukon Whitehorse Guide Whitehorse Hotel Guest Directory Whitehorse Star Wild Sheep Magazine Yukon Highway Map Yukon News Yukon Winter Visitor Guide Yukon, North of Ordinary
Travel-Related Activities		
Approved shows in Canada: <ul style="list-style-type: none"> • Western Canada (BC, AB, SK & MB): \$1400/show • Central Canada (ON & QC): \$2800/show • Atlantic Canada (NB, NS, NL, PE): \$4800/show 		Approved shows outside of Canada: <ul style="list-style-type: none"> • United States: \$3800/show • Overseas: \$4200/show
For all other travel-related activities (familiarization tours, sales calls, sales missions, etc.): <ul style="list-style-type: none"> • Businesses can receive up to \$2000/activity; and • All other applicants are eligible for up to \$6000/activity. 		
Registration for virtual events/shows will be covered at cost (maximum 2 registrations/event)		



Note: If you would like to undertake a project or activity that is not listed, please contact the Program Officer at tcmf@yukon.ca to discuss your idea.

Funding agreement and reporting

The fund is administered in accordance with the Government of Yukon's *Financial Administration Manual*.

If you fail to report as outlined in the funding agreement and schedule, your agreement may be terminated, and you will be required to return some or all of the funding to Government of Yukon.

You must retain proof of payment for expenses related to the project as well as tearsheets and ad analytics for one year and provide them to Program Officer if requested. Arbitrary audits will be conducted by the Program Officer once a year. You must be able to supply the information requested should you be selected.

Each year, the Department of Tourism and Culture will complete and publish a year-end report outlining recipients of the Tourism Cooperative Marketing Fund on the government website.

Is my marketing project or activity eligible for funding?

The detailed sections below outline the types of projects and activities that are eligible for funding. A description, applicant criteria, eligible expenses and reporting requirements for each project and activity are specified. All projects or activities must feature your visitor experience, service or destination. All projects and activities must be completed in the same fiscal year as the application (April 1 – March 31). Ineligible expenses are listed in the Appendix.

If you would like to undertake a project or activity that is not listed, please email the Program Officer at tcmf@yukon.ca to discuss your idea.

Online Advertising

Description: Placement and management of online advertising (online advertising that targets specific audiences with targeted messaging and performance analytics).

Eligible expenses:

- Ad word purchase for the cost of the actual ad words per click.
- Placement of banner ads, mobile ads, re-targeting ads and sponsored ads.

- Social media targeted ads (e.g. Facebook, Instagram, etc.).
- Listings in online directories that focus on visitor services (e.g. BBCanada, Good Sam Directory, etc.).
- Sponsored listings on booking platforms.
- Digital ad campaign management.
- Search Engine Optimization

Reporting requirements:

- Itemized receipts

Traditional Advertising

Description: Placement of advertising

Eligible expenses:

- Print advertising in magazines, newspapers and travel guides.
- Broadcast ads include pre-approved radio, television and display/rolling ads.
- Out of home advertising (includes billboards, transit locations, direct mail campaign, etc.).
Note: Your application must include an advertising kit from the media supplier that includes a rate sheet, audience profile and ad performance details.
- Cooperative ads: Municipalities, destination marketing organizations, non-government organizations and First Nations governments promoting their destination may purchase ad space for cooperative advertising opportunities for businesses.
Note: Participating businesses must meet the TCMF eligibility criteria outlined above.
- Traditional advertising must be on the current list of pre-approved Traditional Advertising Providers outlined above.
Note: To request approval for advertising providers not on the list, applicants must seek approval from the Program Officer in writing.

Reporting requirements:

- Itemized receipts

For cooperative ads:

- Itemized receipts;
- A rate sheet indicating the amount you are charging businesses; and
- A list of participating businesses.

Virtual events/shows

Description: Attending virtual events to showcase tourism experiences or services to potential visitors, travel trade or Meetings, Conventions and Incentive Travel (MC&IT) event organizers.

Applicant criteria: Must be Market Ready

- You must have a person, either you, your staff or a dedicated representative, attend the show.
- Shows must be on the list of Approved Trade, Consumer & MC&IT Shows (see Appendix). To request approval for shows not on the current list, applicants must seek approval from the Program Officer in writing a minimum of one month before the show takes place.

Reporting requirements:

- Completed TCMF Virtual Show Report and additional documentation as outlined (see Appendix).
- Event registration receipt

Trade, Consumer or Meetings, Conventions and Incentive Travel Shows

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

Applicant criteria: Must be Market Ready to attend a Consumer Show; Trade Ready to attend a Trade or MC&IT Show.

- You must have a person, either you, your staff or a dedicated representative, attend the show.
- Shows must be on the list of Approved Trade, Consumer & MC&IT Shows (see Appendix). To request approval for shows not on the current list, applicants must seek approval from the Program Officer in writing a minimum of one month before the show takes place.
- Travel must be completed within 30 days of the event's start and end dates.

Reporting requirements:

- Completed TCMF Show Report (see Appendix)
- Event registration receipt
- Proof of attendance (a copy of the event floor plan indicating your booth location).

Familiarization Tours

Description: 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. Excludes familiarization (FAM) tours that are partially or entirely funded by Department of Tourism and Culture, Destination Canada or any other government organization.

Applicant criteria: Must be Market Ready to host a Media FAM tour and Trade Ready to host a Trade FAM tour.

- 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).
- 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.

Eligible expenses:

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

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

Reporting requirements:

- Completed TCMF Familiarization Tour Report and additional documentation as outlined (see Appendix).

Destination Marketing Organization-led Sales Mission

Description: A DMO-led mission to collectively showcase Yukon to travel trade in a key geographic market.

Applicant criteria: Must be Trade Ready

- 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.
- If a sales mission is done in association with a show, each project must be applied for separately.
- 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.
- Sales missions may not exceed seven nights in one destination.
- Travel must be completed within 30 days of the mission.

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 (see Appendix) between Whitehorse and the event destination, whichever is lower.
- Accommodation in a standard room to a maximum of seven nights.
- Meeting room rental to a maximum of \$500CAD.

Reporting requirements:

- Completed TCMF Sales Mission Report and additional documentation as outlined (see Appendix).

Sales Calls

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

Applicant criteria: Must be Trade Ready

- 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.
- Sales calls may not exceed seven nights.
- Travel must be completed within 30 days of the sales calls.

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.
 - Meeting room rental to a maximum of \$500CAD.
- Note:** Airfare and ground transportation to/from the destination is ineligible for this type of activity.

Reporting requirements:

- Completed TCMF Sales Call Report and additional documentation as outlined (see Appendix).

Destination Marketing Organization-led Sponsorship Event

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

Applicant criteria: Must be Trade Ready

- 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.
- If event sponsorship is done in association with a show, each project must be applied for separately.
- Travel must be completed within 30 days of the event.

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 (see Appendix) 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.
 - 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 (see Appendix), whichever is lower. Alcohol is not an eligible expense.

Reporting requirements:

- Completed TCMF Sponsorship Event Report and additional documentation as outlined (see Appendix).

Event Bid Presentation

Description: An opportunity to secure Yukon as the host destination for a future sporting event, meeting or conference.

Applicant criteria: Must be Market Ready

- Applications to secure sporting events must include a letter of support from Sport Yukon.
- Applications to secure meetings and conferences must include a letter of support from Yukon Convention Bureau.
- Applications to secure events in Dawson must include a letter of support from Klondike Visitors' Association.
- 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.
- 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.
- Travel must be completed within 30 days of the event.

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 (see Appendix) 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.

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

Reporting requirements:

- Completed TCMF Event Bid & Destination Presentation Report and additional documentation as outlined (see Appendix).

Destination Presentation at Secured Event

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

Applicant criteria: Must be Market Ready

- Applications for secured sporting events must include a letter of support from Sport Yukon.
- Applications for secured meetings and conferences must include a letter of support from Yukon Convention Bureau.
- Applications for secured events in Dawson must include a letter of support from Klondike Visitors' Association.
- 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.
- 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.
- Travel must be completed within 30 days of the event.

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 (see Appendix) 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.

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

Reporting requirements:

- Completed TCMF Event Bid & Destination Presentation Report and additional documentation as outlined (see Appendix).

Overview of the process



1. You apply

You apply online at Yukon.ca. One application per applicant is preferred (as opposed to multiple application for each applicant).

All projects and activities must be completed in the same fiscal year as the application (April 1 – March 31).

If you have questions regarding the application or your project or activity, please contact the Program Officer at tcmf@yukon.ca.



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 the program officer right away.

2. We review your application

We will review applications in the order in which they are received. 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. 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.

You will be notified whether your application is approved, declined or waitlisted.

Who makes decisions about my application?

The Program Officer completes the first review of your application and makes decisions based on the program guidelines. If you disagree with the decision, please contact the Program Officer at tcmf@yukon.ca. The Program Officer will work with the Manager of Industry Services and the Director of Tourism to review and collectively make a final decision.

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. We issue your initial payment

Payment details are in Schedule C of your funding agreement.

- For **Traditional and Online advertising projects**, applicants will receive 50% of approved funding upon signing the agreement.
- For **Travel-related activities**, applicants will receive their approved funding once travel has been completed and all final reporting has been submitted.

You will receive payments based on your actual eligible expenses, up to the budgeted maximum amount.

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 of 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. If you have already received payment for activities you are unable to complete, you will be required to reimburse the Government of Yukon for expenses not incurred.

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 of the funding to another applicant on the waitlist.

What should I do if the show or event I planned to attend is cancelled?

Contact the Program Officer as soon as you can if the show or event you planned to attend is cancelled by the show or event organizer. Applicants are responsible for monitoring the status of the shows or events they plan to attend. Please contact the Program Officer at tcmf@yukon.ca.

Will I get reimbursed for my expenses if the show or event I planned to attend is cancelled?

We understand that when a show or event is cancelled by the event organizer, you will be subject to the cancellation policy of the show or event organizer, and airlines and hotels you may have booked with. If the show or event has been cancelled by the organizer, pre-paid expenses including registration, booth rental, airfare and hotel reservations for which you are not entitled to a full or partial refund or a credit are eligible expenses for TCMF reimbursement.

If the show or event has been cancelled by the organizer, you will need to provide:

- Written confirmation that the show or event has been cancelled from the organizer;
- The terms of the cancellation and/or refund policy from the organizer if a full or partial refund or a credit of your expenses (registration, booth rental, etc.) is not provided;
- Receipts for your expenses if the show or event organizer does not provide a full or partial refund or credit of your expenses (registration, booth rental, etc.);
- The terms of the cancellation and/or refund policy from your airline and/or hotel if a full or partial refund or a credit of your expenses is not provided;
- Receipts from your airline and/or hotel if a full or partial refund or a credit of your expenses is not provided.

Note: Only non-refundable portions of your pre-paid expenses for registration, booth rental, airfare and accommodations are eligible expenses for reimbursement.

We understand that each cancellation situation is unique. The Program Officer will work with you, the Manager of Industry Services and the Director of Tourism to review and collectively make a final decision regarding your agreement.

5. You complete the project or activity

You complete the project or activity as it is outlined in your funding agreement. Keep receipts, invoices, etc. 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 outline your reporting requirements in detail.

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

See appendix for reporting forms. Please fill these out and submit them alongside all required documentation.

You may submit your report:

- By email to TCMF@yukon.ca
- By mail to
Department of Tourism & Culture (L-1)
Box 2703
Whitehorse, Yukon, Y1A 2C6
- In person at 100 Hanson street.

As stated in all funding agreements, failure to submit your final report on or before the deadline entitles the Department of 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.

Should I submit an invoice, a statement, or a receipt?

For TCMF, we require a receipt showing that an invoice has been paid, thus we need a receipt. The receipt must provide details on what was paid for, the cost breakdown including taxes, and the date the invoice was paid.

Can I submit a credit card statements as proof of purchase or payment?

No, credit card statements will not be accepted as proof of purchase or payment. Keep all receipts for eligible expenses and submit them in your final report.

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 on the date the expense was incurred.

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.

**For any questions about the Tourism Cooperative Marketing Fund,
contact the Program Officer at TCMF@yukon.ca.**



Appendix: Ineligible expenses

- Production, creative and development expenses such as:
 - Promotional items
 - Logo and brand development
 - Display booths, pop ups & banners
 - Collateral like CDs, DVDs, USBs
 - Flat sheets, advertorials & posters
 - Fees for writers, photographers, videographers, etc.
 - Websites, advertisements & social media ads & campaigns
 - Business cards, brochures, rack cards & videos
- Administration expenses such as:
 - Telephone/internet fees
 - Office equipment
 - Translation
 - Project site inspections
 - Travel agent booking fees
 - Hiring a sales or business representative
 - Commission, marketing agency & management fees
 - Clipping services
 - 1-800 numbers
- Ads in the *Yukon Vacation Planner*
- Purchase, storage or transportation of booth materials, booth incidentals (e.g. carpet, chairs, etc.) or other assets
- Per diems and meals (unless specified as an eligible project expense above)
- Ground transportation (unless specified as an eligible project expense above)
- Donations of cash, products, experiences or services
- In-kind expenses (e.g. the requirement of a donation of a hunt or tour to register; or sponsorship in exchange for registration)
- Booth rental expenses if the booth is being shared with or discounted by the Department of Tourism and Culture
- In-kind booth rental expenses (e.g. booth rental in exchange for sponsorship or donating a trip or door prize)
- Alcohol and cannabis
- Airline bonus points, airfare change/upgrade fees, trip insurance or cancellation fees
- Fees or registration for additional networking events
- Gifts or giveaways
- Costs associated with hosting 'meet and greet' or other events as required as part of securing a bid
- GST/HST

Appendix: 2022/23 TCMF Approved Trade, Consumer & MC&IT Shows

The list of approved shows will be updated annually on April 1.

Show:	Location Category:
Alaska Travel Industry Association Convention	United States
Banff Film Festival	Western Canada
Die Hoho Jagd & Fischerei	Overseas
Focus Canada Korea	Overseas
Houston Safari Club Annual Convention & Hunting Expo	United States
All Canada Shows	United States
Archery Trade Show	United States
Business Events Canada	Western Canada
Calgary Boat & Sportsman Show	Western Canada
Canada Corroboree	Overseas
CITAP Winter Function	Western Canada
CSAE National Conference	Eastern Canada
Dallas Safari Club Convention & Sporting Expo	United States
Expo Cinegetica	Overseas
Expovakanz	Overseas
FESPO Ferienmesse	Overseas
Fly Fishing Show (NJ)	United States
Go West	Western Canada
Grand Slam Club/OVIS Hunter & Outfitter Convention	United States
Great American Outdoor Show	United States
IMEX America	United States
Incentive Travel Exchange	United States
IncentiveWorks	Central Canada
International Sportsmen's Exposition	United States
ITB Berlin Convention	Overseas
National Wild Turkey Federation Convention & Sport Show	United States
Parkland Outdoor Show and Expro (SK)	Western Canada
Red Deer Sportsman & Outdoor Adventure Show	Western Canada
Reisbeurs Canada	Overseas
Rendez-vous Canada	Central Canada
Rocky Mountain Elk Foundation Hunter Christmas Expo	United States
Safari Club International	United States
Safari Club International Convention	United States
Salon national de la pourvoirie chasse & peche de Montreal	Central Canada
Saskatoon Sports & Leisure Show	Western Canada

Show:	Location Category:
Showcase (SK)	Western Canada
Spring Fishing & Boat Show	Central Canada
Tête-à-Tête Trade Show	Central Canada
The Outdoor & Adventure Travel Show	Western Canada
The Sheep Show	United States
Toronto Outdoor Adventure Show	Central Canada
Travel & Adventure Show	United States
Vancouver Outdoor Adventure & Travel Show	Western Canada
Western Hunting & Conservation Show	United States
Wild Sheep Foundation	United States

Note: If you would like to attend an event that is not listed or if there is an error in the list, please contact the Program Officer at tcmf@yukon.ca to discuss your idea.



Appendix: TCMF Traditional Advertising Report

Company Name		
Publication	Receipt Date (yy/mm/dd)	Total Cost (CAD) less GST
Grand Total		
How did your business benefit from these advertisements?		
<p>Your report must also include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Itemized receipts with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated. <input type="checkbox"/> Posted conversion rate from the Bank of Canada for expenses incurred foreign currency on the date the expense was incurred. 		



Appendix: TCMF Online Advertising Report

Company Name		
Platform	Receipt Date (yy/mm/dd)	Total Cost (CAD) less GST
Grand Total		
How did your business benefit from these campaigns/listings?		
<p>Your report must also include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Itemized receipts with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated. <input type="checkbox"/> Posted conversion rate from the Bank of Canada for expenses incurred in a foreign currency on the date the expense was incurred. 		



Appendix: TCMF Virtual Show Report

Company Name		Start Date (yy/mm/dd)	End Date (yy/mm/dd)
Event Name		Participant Name(s)	
Expense Description		Receipt Date (yy/mm/dd)	Total Cost (CAD)
Registration			
Detailed event itinerary (date, activities):			
How did your business benefit from participation at this event?			
Would you recommend future participation on Virtual Trade Show? Explain.			
Your report must also include:			
<ol style="list-style-type: none"> Itemized receipts with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated. Posted conversion rate from the Bank of Canada for expenses incurred foreign currency on the date the expense was incurred. 			

Appendix: TCMF Show Report

Company Name	Start Date (yy/mm/dd)	End Date (yy/mm/dd)	
Event Name	Event City	Prov/State	Country
Participant Name(s)	Estimated Attendance	Number of Meetings	
Detailed travel & event itinerary (date, location, activities):			
How did your business benefit from participation at this event?			
Would you recommend future participation at this event? Explain.			
Your report must also include:			
<input type="checkbox"/> Event registration receipt <input type="checkbox"/> Official event floor plan indicating your booth location			



Appendix: TCMF Familiarization Tour Report

Company Name		Start Date (yy/mm/dd)	End Date (yy/mm/dd)
Familiarization Tour Participants & Companies They Represent		Type of Fam Tour <input type="checkbox"/> Media <input type="checkbox"/> Trade	
Third-party Expense Description		Receipt Date (yy/mm/dd)	Total Cost (CAD)
Transportation			
Subtotal			
Accommodations			
Subtotal			
Additional Visitor Experiences			
Subtotal			
Equipment Rental			
Subtotal			
Meals			
Subtotal			
Grand Total			
Detailed travel & tour itinerary (date, location, activities):			
How did your business benefit from hosting this familiarization tour?			



Provide a list of expected deliverables & dates resulting from this familiarization tour (e.g. articles, posts, trade commitments, etc.):

Would you recommend hosting familiarization tours in the future? Explain.

Your report must also include:

- Itemized receipts** with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated.

Note: Third party meal expenses will be reimbursed based on the current Government of Yukon's Meal Rates. Alcohol is not eligible.



Appendix: TCMF Sales Mission Report

Company Name		Start Date (yy/mm/dd)	End Date (yy/mm/dd)	
Participating Destination Marketing Organization		City	Prov/State	Country
Participant Name(s)		Number of Meetings		
Expense Description			Receipt Date (yy/mm/dd)	Total Cost (CAD)
Transportation				
			Subtotal	
Accommodations				
			Subtotal	
Room Rental Fees				
			Subtotal	
			Grand Total	
Detailed travel & event itinerary (date, location, activities):				
List of people you met and the companies they represent:				
How did your business benefit from participation at this event?				

Brief overview of your sales pitch:

Would you recommend future participation on a Sales Mission? Explain.

Your report must also include:

- Itemized receipts** with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated.
- Posted conversion rate from the Bank of Canada** for expenses incurred in a foreign currency on the date the expense was incurred.



Appendix: TCMF Sales Call Report

Company Name		Start Date (yy/mm/dd)	End Date (yy/mm/dd)	
Participant Name(s)		City	Prov/State	Country
			Number of Meetings	
Expense Description			Receipt Date (yy/mm/dd)	Total Cost (CAD)
Transportation				
			Subtotal	
Accommodations				
			Subtotal	
Room Rental Fees				
			Subtotal	
			Grand Total	
Detailed travel & event itinerary (date, location, activities):				
List of people you met and the companies they represent:				
How did your business benefit from participation at this event?				

Brief overview of your sales pitch:

Would you recommend future participation on Sales Calls? Explain.

Your report must also include:

- Itemized receipts** with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated.
- Posted conversion rate from the Bank of Canada** for expenses incurred foreign currency on the date the expense was incurred.



Appendix: TCMF Sponsorship Event Report

Company Name		Start Date (yy/mm/dd)	End Date (yy/mm/dd)	
Event Name		Event City	Prov/State	Country
Participant Name(s)		Participating Destination Marketing Organization		
		Receipt Date (yy/mm/dd)	Total Cost (CAD)	
Expense Description				
Transportation				
Subtotal				
Accommodations				
Subtotal				
Meeting Room				
Subtotal				
Sponsorship Expenses				
Subtotal				
Grand Total				
Detailed travel & event itinerary (date, location, activities):				
How did your business benefit from participation at this event?				



Would you recommend future participation at this event? Explain.

Your report must also include:

- Itemized receipts** with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated.
- Posted conversion rate** from the Bank of Canada for expenses incurred foreign currency on the date the expense was incurred.

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



Appendix: TCMF Event Bid & Destination Presentation Report

Company Name		Start Date (yy/mm/dd)	End Date (yy/mm/dd)	
Event Name		Event City	Prov/State	Country
Participant Name(s)		Participating Destination Marketing Organization		
		Receipt Date (yy/mm/dd)	Total Cost (CAD)	
Expense Description				
Transportation				
			Subtotal	
Accommodations				
			Subtotal	
			Grand Total	
Detailed travel & event itinerary (date, location, activities):				
Brief overview of your event bid/hosting presentation:				
How did your business benefit from participation at this event?				



How will Yukon benefit from hosting this event?

Would you recommend future participation on a Sales Mission? Explain.

Your report must also include:

- Itemized receipts** with ineligible portions noted or removed (including GST) provided chronologically & in the order in which they are listed above. Receipts must state the date they were paid, a breakdown of costs including taxes, a total amount & an indication it was paid in full. A receipt may be deemed invalid without these clearly stated.
- Posted conversion rate from the Bank of Canada** for expenses incurred foreign currency on the date the expense was incurred.

