



Tourism Cooperative Marketing Fund 2024/25 Guidelines

Updated February 15, 2024



Purpose of the fund	3
Application Intakes	3
Prioritization	3
Who is eligible to receive TCMF?.....	4
Conflict of Interest.....	4
How much money can I apply for?.....	5
Overview of TCMF funding structures and activities.....	5
Ineligible expenses	6
Funding agreement.....	7
Reporting	7
Overview of the process.....	8
Assessment Matrix	11
Appendix A - Frequently asked questions	12
Appendix B - Travel Activity Descriptions	14
Trade, Consumer or Meetings, Conventions and Incentive Travel Shows	14
Familiarization Tours	15
Destination Marketing Organization-led Sales Mission	16
Sales Calls.....	17
Destination Marketing Organization-led Sponsorship Event.....	18
Event Bid Presentation.....	19
Destination Presentation at Secured Event.....	20



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 from 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 the 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.

Application Intakes

Application Deadline	2024 ONLY: May 1. ONGOING: February 1 st and October 1 st at 4:30 p.m. MST on intake day. If this falls on a weekend or holiday, the deadline moves to 4:30 pm on the next business day.
Processing time for complete applications	30 business days

Prioritization

Priority for funding will be given to:

- Applicants with innovative ideas and approaches to tourism marketing initiatives;
- Collaborative efforts among multiple stakeholders;
- Application that demonstrates strategic alignment with the Tourism Development Strategy, Yukon Tourism’s Marketing Strategy and/or their own organization’s marketing strategy; and
- Projects that demonstrate a strategic approach to measuring the effectiveness of the marketing efforts.



Who is eligible to receive TCMF?

- Yukon tourism businesses offering activities, attractions, transportation and/or accommodations.
- Food and beverage establishments will be considered 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; and
- Yukon First Nations Governments featuring visitor experiences (e.g. cultural centres).

Third parties cannot apply on behalf of TCMF applicants.

To be eligible, Yukon tourism businesses must be in good standing with Yukon Corporate Affairs and meet the following conditions:

- has a Travel Yukon Listing;
- has an office with a physical address in Yukon and is subject to the Yukon Income Tax Act;
- is registered under the Business Corporations Act and the Partnership and Business Name Act, where applicable; or
- has 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 are in good standing;
- be based in one or more Yukon communities;
- be open to public membership; and
- demonstrate clear interest in providing visitor experiences or services

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	Maximum Funding
Yukon tourism businesses, First Nations Governments, Municipalities, non-government organizations featuring visitor experiences, festivals & events	Up to \$25,000
Yukon Destination Marketing Organizations	Up to \$50,000

Overview of TCMF funding structures and activities

Funding structure for traditional & online advertising		
<p>50% of approved activities will be covered by TCMF and 50% will be covered by the applicant</p>		
Examples of advertising activities		
<ul style="list-style-type: none"> • Print ads • Radio ads • Google ads • Social media targeted ads • Digital TV ads • Placement of online ads 	<ul style="list-style-type: none"> • Search engine optimization (SEO) • Search engine marketing (SEM) • Digital media campaign management 	<ul style="list-style-type: none"> • high-resolution photos or videos for specific marketing campaigns • Geo-marketing • Placement of online ads through influencer campaigns

Funding structure for travel-related activities

Approved shows in Canada:

- Western Canada (BC, AB, SK & MB): \$1400/show
- Central Canada (ON & QC): \$2800/show
- Atlantic Canada (NB, NS, NL, PE): \$3800/show

Approved shows outside of Canada:

- United States: \$3800/show
- Overseas: \$4200/show

For all other travel-related activities (familiarization tours, sales calls, sales missions, etc.):

- Businesses can receive up to \$2000/activity; and
- All other applicants are eligible for up to \$6000/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

- 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
- Alcohol and cannabis
- GST

Funding agreement

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

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 Survey Monkey 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 applicant 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. We encourage you to work with our team on your application. 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. 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. 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.

5. You complete the project or activity

You have 1 year to complete the project or activity as it is outlined in your funding agreement. Keep receipts, invoices, tear sheets, and other relevant 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 an invoice, a statement, or a receipt?

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, invoice.

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.

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.**

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
1	Innovative approach to advertising: The activities and/or project demonstrate an elevated level of creativity and originality in advertising methods.	20%
2	New Initiative: Looking for a project that steps outside the organization's existing marketing plan. Emphasizing the importance of diversification, this criterion looks at projects and/or activities that introduce new and unexplored elements and ideas for the organization.	20%
3	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.	20%
4	Innovative Approach to Partnership and Community Building: Evidence of the project's ability to foster innovative collaborations and partnerships that benefit the tourism sector.	20%
5	Demonstration of Return on Investment (ROI): The project demonstrates ability to provide effective, tangible return on investment. This could include evidence of media coverage, engagement metrics and other quantifiable outcomes.	10%
6	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.	10%

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 (below).

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. 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 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.

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 from the organizer that the show or event has been cancelled;
- 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 Destination Development, and the Director of Tourism to review and collectively make a final decision regarding your agreement.

Can I submit a credit card statement 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.

Appendix B - Travel Activity Descriptions

Trade, Consumer or Meetings, Conventions and Incentive Travel Shows

Funding structure for trade and consumer shows	
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): \$3800/show	Approved shows outside of Canada: <ul style="list-style-type: none">• United States: \$3800/show• Overseas: \$4200/show

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

Reporting requirements:

- Completed TCMF Show 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

- **Businesses can receive up to \$2000/activity; and**
- **All other applicants are eligible for up to \$6000/activity.**

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:

- 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.

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

Funding structure for travel-related activities

- **Businesses can receive up to \$2000/activity; and**
- **All other applicants are eligible for up to \$6000/activity.**

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

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;
- 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; and
- Sales missions may not exceed seven nights in one destination.

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

- **Businesses can receive up to \$2000/activity; and**
- **All other applicants are eligible for up to \$6000/activity.**

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:

- 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
- Sales calls may not exceed seven nights.

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

- **Businesses can receive up to \$2000/activity; and**
- **All other applicants are eligible for up to \$6000/activity.**

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:

- 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.

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

- **Businesses can receive up to \$2000/activity; and**
- **All other applicants are eligible for up to \$6000/activity.**

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

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 a minimum of one month before the event takes place.

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

- **Businesses can receive up to \$2000/activity; and**
- **All other applicants are eligible for up to \$6000/activity.**

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:

- 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.

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