

2021/22 Tourism Cooperative Marketing Fund Interim Guidelines

Due to the ongoing COVID-19 pandemic and travel restrictions in Yukon, Canada and globally, the Department of Tourism and Culture has modified the Tourism Cooperative Marketing Fund (TCMF) for the 2021/22 fiscal year. The purpose of the TCMF is to assist in the promotion and marketing of Yukon tourism experiences and services from across the territory to residents and visitors alike.

Eligible Applicants	Maximum Funding
Yukon restaurants/bars	\$2000
Yukon tourism businesses (Accommodations, transportation, visitor experience Yukon providers & visitor attractions)	\$25,000
Yukon Destination Marketing Organizations, First Nations Governments & Municipalities	\$25,000
Yukon non-government organizations featuring tourism experiences, festivals & events	\$25,000

Funding Structure

Traditional & online advertising	\$1-\$15,000:	80% of eligible expenses will be covered by TCMF 20% will be covered by the applicant
	\$15,001-\$25,000:	50% of eligible expenses will be covered by TCMF 50% will be covered by the applicant
Approved trade & consumer shows*	<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 United States: \$3800/show Overseas: \$4200/show 	
Familiarization tours, sales calls & sales missions	<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)		

* These are flat rates for one business to attend one show, regardless of how many people a business sends to the show.

All projects and activities supported by the Tourism Cooperative Marketing Fund must reflect the advice of Yukon's Chief Medical Officer of Health and comply with and respect orders pursuant to the Civil Emergency Measures Act and the Public Health and Safety Act.

FOR MORE INFORMATION, PLEASE CONTACT:

tcmf@yukon.ca

Updated 21/03/04



Eligible traditional and online advertising activities:

Traditional Advertising		
360 Grad Kanada	Engage Digital Signage (display ads)	RV Alaska
Abenteuer	Epic Adventures List	RV West
Adventure Travel Trends	European paddle magazine	RV Yukon
American Angler	Exclaim! Magazine	Safari Club International Magazine
B&B Brochure	Faro Guide	Scott Company Travel Guide
Beat Route Magazine	Faszination Kanada	Sentier chasse-pêche magazine
Bell's Alaska Highway Mapbook	Fly Tyer	Skagway News
Bell's Alaska Mapbook	Globe and Mail	Southern Lakes Guide
Bell's Yukon Map	Good Sam	St. Elias Travel Guide
Cabin Radio Yellowknife	Grand Slam - Ovis	The Last Great Road Trip
Canada Post - Mail Drop	Gray's Sporting Journal	The Milepost
Canadascope	Kanada Magazin	The Modern Huntsman
Canadian Geographic	Kanu Sport Magazine	Trailer Life
CHON FM	KHNS Radio	Travel Guide to Canada
City of Whitehorse Bus shelter advertising	Klondike Sun	Up Here Business Magazine
City of Whitehorse Planter Boxes	L'Aurore Boreale	Vancouver Sun
CKRW	Mountain Hunter Magazine	Watson Lake Guide
Condé Nast Traveler	North of Ordinary TV Network (display ads)	What's Up Yukon
CSAE – Conference Edition Magazine	Northwestel Community TV	Whitehorse Guide
Dawson City Guide	Ontario Out of Doors	Whitehorse Hotel Guest Directory
Die Alpen (Swiss Alpine Club magazine)	Outdoor Canada	Whitehorse Star
Dreamscapes Travel & Lifestyle Magazine	Paddling Magazine	Wild Sheep Magazine
	Petri-Heil	Yukon Highway Map
	Rocky Mountain Elk Foundation Magazine	Yukon News
		Yukon Winter Visitor Guide
		Yukon, North of Ordinary
Online Advertising		
Ad word purchase	NWTEL digital kiosk	Social media targeted ads
Ad in email newsletter	Online advertorial	Targeted audio/visual ads
Listings in online directories	Placement of online ads	

Note: If you would like to advertise with a company or resource that is not on this list, please contact us at tcmf@yukon.ca to discuss.

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Eligible trade and consumer shows:

Western Canada Shows (BC,AB,SK,MB)

BC's Tourism & Hospitality Conference
 CITAP Winter Function
 Calgary Boat and Sportsman Show
 Calgary Outdoor Adventure & Travel Show
 Edmonton Boat & Sportsmen's Show
 Go West
 GoMedia Canada Marketplace
 Vancouver Outdoor Adventure & Travel Show

Central Canada Shows (ON,QC)

Canadian Meetings & Events Expo
 Montreal Outdoor Adventure Show
 Salon national de la pourvoirie chasse et peche de Montreal
 Tete a Tete Tradeshow
 Toronto Outdoor Adventure Show
 Toronto Sportsmen's Show

Eastern Canada Shows (NB,NS,NL,PE)

TBD

US Shows

Canoecopia
 Dallas Safari Club Convention & Sporting Expo
 Eastern Chapter of Wild Sheep Foundation
 Fly Fishing Show
 Fred Hall Sportsmen Show
 Houston Safari Club Annual Convention and Hunting Expo
 International Sportsmen's Exposition
 National Wild Turkey Federation Convention and Sport Show
 Safari Club International
 Travel & Adventure Show
 Washington Sportsmen's Show & Sport Fishing Boat Show
 Western Hunting & Conservation Show
 Wild Sheep Foundation - The Sheep Show

Overseas Shows

CMT Stuttgart
 Expovakanz
 FESPO Ferienmesse
 Fisch&Angel
 Flight Centre Independent Conference
 Focus Canada Japan
 ITB Berlin Convention
 Jagd and Hund Dortmund 2021
 Le Grand Bivouac
 The Big One Show

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Frequently Asked Questions:

1. What is the definition of a Yukon business?
 - A. A Yukon business (including restaurants and bars) must have an office with a physical operating address in Yukon and meet at least two of the following criteria:
 - i. Is subject to the Yukon Income Tax Act;
 - ii. Is registered as per the Business Corporations Act or the Partnership and Business Name Act, where applicable; and/or
 - iii. Has a valid municipal business license, where applicable.
2. Can tourism operators access other government funding programs to cover their 20% contribution?
 - A. No, a business cannot use other government funding as their source of equity for the Tourism Cooperative Marketing Fund.
3. Can I advertise internationally while international travel is still restricted?
 - A. Yes, you can still advertise internationally; however, your ad must reflect the advice of Yukon's Chief Medical Officer of Health, and comply with and respect orders pursuant to the *Civil Emergency Measures Act* and the *Public Health and Safety Act*.
4. In past years, the fund has been oversubscribed early on. Do you foresee a situation where the applicant may be too late?
 - A. The fund has been increased to \$1 million for 2021/22, so we anticipate funding all eligible projects and activities. While we typically have a waitlist later in the year, we have been able to fund almost all of those projects. One way to support other businesses who may be on the waitlist is to submit your final reporting as early as possible or to let us know if you will not be spending all of the funding you have applied for so we can re-profile those unused resources to support other business' application.
5. Will there be an early partial payout of part of the eligible expenses?
 - A. Yes, similar to 2020/21, clients will receive 50% of their eligible expenses upon signing their Transfer Payment Agreement.
6. Are design and printing costs for ads, posters, flyers, etc. eligible expenses?
 - A. No, the fund does not cover design, development or production of advertising materials and resources; however, the fund will cover ad and poster placement, as well as costs related to mail outs.
7. Does the fund cover hiring a marketing agency to run our online campaigns?
 - A. No, the fund does not cover administrative expenses like hiring a marketing agency; however, the fund will cover the placement of online advertising campaigns.
8. Can I attend virtual trade shows not on the approved list?
 - A. If you would like to attend a show or advertise with a company or resource that are not listed above, please contact us at TCMF@yukon.ca to discuss it. We can quickly evaluate whether your new event, publication or activity are eligible for funding. Our list continues to grow as Yukon businesses' marketing efforts diversify.
9. For the 2021/22, some advertising companies have been slower at providing invoices and copies of our ads. If I do not have the documents I need for final reporting, what should I do?
 - A. We understand that the pandemic has had impacts on businesses operations including companies offering promotional services. If you are having challenges accessing the documents you need for reporting, please contact us and we will work with you to address that situation.

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