



## Tourism Tofino Event Marketing Support Guidelines & Applications

Tourism Tofino Event Marketing Support (TTEMS) may be available for events that align with Tourism Tofino's primary goal of conducting pre-event marketing initiatives that increase non-peak season visitation, length of stay, visitor yield and return trips.

Applications should address how the event will support Tourism Tofino's goal of generating attendance from outside the Pacific Rim region between October and June. The application should also demonstrate how the event aligns with the guiding principles set out in the District of Tofino's Tofino Event Strategy (2015):

- Reflects community authenticity with strategies and tactics that resonate with locals and visitors
- Drives visitation
- Enhances visitor experience
- Grows shoulder and off-season traffic
- Promotes and/or retains the special eclectic character of Tofino
- Fosters regional inclusiveness – First Nations and Pacific Rim neighbours
- Supports knowledge collaboration amongst the event community
- Demonstrate a commitment to "green" event practices

### TTEMS Considerations

Successful applicants will be eligible for funding from Tourism Tofino for pre-event marketing. Total funding levels will be determined by the number of applications received that demonstrate the following:

- The event falls between October and June, inclusively.
- Number of overnight stays generated by event - includes participants, staff and volunteers from outside of the Pacific Rim region based on 2020 estimate and 2019 actual numbers. If the application is for a new event, a detailed business plan with attendance estimates is required.
- Pre-event marketing that generates ticket sales/event attendees. A detailed marketing plan is required.
- Confirmation of 2020 event dates and updated website completed a minimum of 8 months prior to event date.
- Meets Tourism Tofino's primary goal and aligns with the guiding principles of the Tofino Event Strategy.

**Please note: Funding for well-established and more mature events may be reduced to assist new and emerging events.**

## TTEMS Eligibility

To be eligible, applicant must be:

- Members of Tourism Tofino. To be considered a member of Tourism Tofino you must be a paid member of the Tofino-Long Beach Chamber of Commerce in a tourism-oriented membership category. Please contact [info@tofinochamber.org](mailto:info@tofinochamber.org) for more information.
- Businesses hosting an event must have a District of Tofino business license.
- Events held on public property must apply for a special event permit with the District of Tofino. Please note: If commercial filming is taking place before or during your event, additional film permits may be required from the District of Tofino.

## TTEMS Commitment

Successful applicant must commit to the following:

- Place the Tourism Tofino logo and a text or button link to [www.tourismtofino.com](http://www.tourismtofino.com) on the event homepage and on pages that direct users to accommodation information.  
*(i.e. For Tofino travel information click here; For Tofino accommodation information click here)*
- Recognize Tourism Tofino as an event sponsor by placing the Tourism Tofino logo and link on all promotional materials and advertising.
- Use #yourtofino and tag Tourism Tofino in social media to create greater awareness of Tofino events.
- Provide Tourism Tofino with unlimited usage and distribution rights to event photo/video assets.
- Supply Tourism Tofino with 4 tickets to the main events(s).
- Provide Tourism Tofino with proofs for all advertising, sponsorship information and promotional materials that include the Tourism Tofino and/or Tofino Event logo for approval.
- Submit a Tourism Tofino post-event report within 45 days of event completion. Final payments will be provided once the report, including proof of payment for marketing and ad samples, has been received by Tourism Tofino. Tourism Tofino reserves the right to withhold the final payment if the deadline is not met, the report is incomplete or expenses claimed do not adhere to intent and criteria of sponsorship provided.

## **Eligible Activities**

TTEMS, as determined by Tourism Tofino, must be used for pre-event marketing and promotion outside of the Pacific Rim region. This may include, but is not limited to, social media and advertising campaigns for the events taking place in the current year (2020).

## **Ineligible Activities**

TTEMS cannot be used for event production costs and/or assets, wages, event infrastructure, on-site promotional items/marketing or any non-promotion related expense.

## **Tourism Tofino In-kind Support**

Tourism Tofino will help events expand their advertising reach through its owned distribution channels as determined by Tourism Tofino and as noted below:

### **Social Media**

- Scheduled social media posts pre-event
- Facebook – 32,000+ fans
- Instagram – 78,000+ followers
- Twitter – 12,000+ followers

### **Website**

- Dedicated event listing with image, description and web link on [www.tourismtofino.com](http://www.tourismtofino.com)  
450,000+ total visits annually

### **Internal (in-community) promotions**

- Event advertising in Tofino Time
- Event promotional materials displayed in the Tofino Visitor Centre  
(materials provided by event)

**Please continue to page 4 for application instructions.**

# 2020 TTEMS Application

Festival/Event Name

Organization Name

Application Contact

Application Date

Phone Number

Email Address

Mailing Address

Event Dates 2020

Event Dates 2021

\* Dates will be used for the Tourism Tofino event webpage, please ensure they are correct and accurate.

Social Media: Please list available handles and hashtags

Facebook

Twitter

Instagram

Other Platforms

Event Hashtags

Using the information below, please determine the appropriate funding request for your event:

## Up To \$5,000 TTEMS

- 500+ onsite attendance.
- Demonstrate 50% of event attendees, volunteers and staff are from outside Pacific Rim region.
- Has been produced for 3 or more years.
- Marketing plan that demonstrates pre-event marketing activities targeted to event attendees from outside the Pacific Rim region between October & June.
- Previous TTEMS post event report have been submitted. (if relevant)

## Up To \$3,000 TTEMS

- 50+ onsite attendance.
- Demonstrate 50% of event attendees, volunteers and staff are from outside Pacific Rim region.
- Has been produced for less than 3 years
- Marketing plan that demonstrates pre-event marketing activities targeted to event attendees from outside the Pacific Rim region between October & June
- Previous TTEMS post event report have been submitted. (if relevant)

Amount of TTEMS Funding Requested

Est. # of total event attendees

Est. % of attendees, volunteers & staff from outside Pacific Rim

Est. # of room nights

## Event Questions and Marketing Plan

In a separate Word document, please answer the following questions:

1. Tell us about your event by including a short background of the event's history, location, target demographic and other standout aspects of your event programming.
2. How will your event a) meet Tourism Tofino's primary goal of generating attendance from outside of the Pacific Rim region between October and June and b) support the guiding principles of the Tofino Event Strategy?
3. How do you intend to track on-site event attendance of participants, staff and volunteers from outside the Pacific Rim region?
4. What are your goals ( 1 year, 3 years, & 5 years) for long-term production of your event? Within your plan, do you intend to grow your event attendance? If so, how would you like to achieve this? How can TTEMS help you achieve your goals?

Please attach a copy of your event marketing/advertising plan and indicate what items TTEMS funds are being requested for and the amount required for each item.

## Application Submission

New applicants are encouraged to contact [events@tofino.ca](mailto:events@tofino.ca) prior to submission of their application to discuss dates and marketing goals. Please include with your application a separate document answering questions 1- 4 and a detailed marketing plan. Applications without supporting documents will not be accepted.

Please submit complete applications to: [events@tofino.ca](mailto:events@tofino.ca) or in person to the District of Tofino Municipal Office, 121 Third St. Tofino, BC.

**Application deadline is 4pm on October 31, 2019.** Applications will be reviewed and awarded in November 2019.

## Disclaimer

My event is not political, religious or controversial in nature.

I understand that Tourism Tofino is an apolitical organization and reserves the right to edit or remove event information at its sole discretion.

Name of Applicant

Signature