

TOURISM NEW BRUNSWICK

STRATEGIC PARTNERSHIPS APPLICATION FORM

Company/Organization Name: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____ Email Address: _____

Website: _____

Partnership program you are applying to (check all that apply)?

- Website Development Partnership Co-op Content Creation Partnership
 Co-op Advertising and Research Partnership Social Media Marketing Partnership

Revenues for 2019?

- \$0 to \$100,000 \$100,000 to \$500,000 \$500,000 to \$1,000,000
 \$1,000,000 to \$2,000,000 Over \$2,000,000

Number of permanent employees?

- 1-10 10-20 20-50 50-100 Over 100

Number of seasonal employees?

- 1-10 10-20 20-50 50-100 Over 100

Please briefly describe your business/organization?

Which geographic markets are you targeting?

Please briefly describe your targeted customer segments (i.e age, gender, interests etc.)?

Please briefly describe your current marketing approach?

Please briefly describe your future marketing approach?

Please share your social media accounts?

Facebook: _____ Instagram: _____

Twitter: _____ TikTok: _____

LinkedIn: _____ Pinterest: _____

Others: _____



Please share any secondary websites?

Please describe any regional or industry marketing or product collaboration?

WEBSITE DEVELOPMENT PARTNERSHIP

Please briefly describe the new website or improvements to the website you intend to make how it will be used in your marketing efforts?

CO-OP CONTENT CREATION PARTNERSHIP

Please briefly describe the new content you intend to create and how it will be used in your marketing efforts?

CO-OP ADVERTISING AND RESEARCH PARTNERSHIP

Which stream are you applying to?

- Marketing within existing Tourism New Brunswick campaigns
- Marketing your own organization's campaign

Please briefly describe the marketing approach you will take?

SOCIAL MEDIA MARKETING PARTNERSHIP

Please briefly describe the content/offer/destination you will be promoting, including the website or landing page?

Please identify the Tourism New Brunswick social media and digital channels you would like to leverage?

Please send your completed application as PDF to alison.aiton@gnb.ca.
Please attach your most recent marketing plan to your application (if available).