

Tourism New Brunswick

STRATEGIC PARTNERSHIPS APPLICATION FORM

(DMO/RTA/Tourism Sector)

Company/Organization Name: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____ Email Address: _____

Website: _____

****Please note that a current marketing plan must accompany all applications.**

Program component you are applying to (check all that apply)

- Website Development Partnership
- Co-op Content Creation Partnership
- Co-op Advertising Partnership
- Social Media Advertising Partnership

Indicate social media accounts used:

Facebook: _____ Instagram: _____

Twitter: _____ TikTok: _____

LinkedIn: _____ Pinterest: _____

Others: _____

Please describe any regional and/or industry sector marketing/product collaborations you have planned.

WEBSITE DEVELOPMENT PARTNERSHIP

Please briefly describe the new website or improvements to your existing website that you intend to make.

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 PARTNERSHIP

Which stream are you applying to?

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

Indicate the marketing approach you will take below or attach a marketing brief outlining the proposed campaign. Note: Any campaign websites **must** have an equivalent in both official languages.

SOCIAL MEDIA ADVERTISING PARTNERSHIP

Please briefly describe the content you want to promote, including the website or landing page. Note: Any websites linked to **must** have an equivalent in both official languages.

Send completed applications as a PDF to alison.aiton@gnb.ca.