

# 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                       Content Creation Partnership  
 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.

## CONTENT CREATION PARTNERSHIP

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

## ADVERTISING PARTNERSHIP

Indicate for which campaign(s) you would like partnership support, along with the amount(s) requested.

Note: Any campaign websites **must** have an equivalent in both official languages.

### Support for DMO/RTA/sector campaigns:

Once approved and prior to undertaking any marketing activities, Tourism New Brunswick will require a copy of the marketing approach/marketing brief outlining each proposed campaign.

- |                                                         |                                      |
|---------------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Spring/Summer 2022             | Matching investment requested: _____ |
| <input type="checkbox"/> Fall 2022                      | Matching investment requested: _____ |
| <input type="checkbox"/> Winter 2022                    | Matching investment requested: _____ |
| <input type="checkbox"/> Other, such as always on, etc. | Matching investment requested: _____ |

Marketing within Tourism New Brunswick campaigns:

- Summer/Fall Staycation (NB, NS, PEI)      Amount allocated: \_\_\_\_\_
- Summer Ontario      Amount allocated: \_\_\_\_\_
- Summer Quebec      Amount allocated: \_\_\_\_\_
- Winter Staycation (NB, NS, PEI)      Amount allocated: \_\_\_\_\_
- Snowmobile (QC, NB, NS)      Amount allocated: \_\_\_\_\_

Send completed applications as a PDF to [alison.aiton@gnb.ca](mailto:alison.aiton@gnb.ca).