

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 be provided prior to disbursement of funds.**

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

- Website Development Partnership
- Content Creation Partnership
- Advertising Partnership

WEBSITE DEVELOPMENT PARTNERSHIP

Please briefly describe the new website or improvements to your existing website that you intend to make (eg. upgrades, translation, SEO optimization, etc).

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 website content **must** have an equivalent in both official languages.

A. 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"/> Summer 2023 | Matching investment requested: _____ |
| <input type="checkbox"/> Fall 2023 | Matching investment requested: _____ |
| <input type="checkbox"/> Winter 2023/24 | Matching investment requested: _____ |
| <input type="checkbox"/> Other, such as Always On, etc. | Matching investment requested: _____ |

B. Marketing within Tourism New Brunswick campaigns:

**A minimum investment of \$5,000 is required.

Indicate Season(s):

- | | |
|---------------------------------|-------------------------|
| <input type="checkbox"/> Summer | Amount allocated: _____ |
| <input type="checkbox"/> Fall | Amount allocated: _____ |
| <input type="checkbox"/> Winter | Amount allocated: _____ |

Indicate Market(s)

- | | |
|--|-------------------------|
| <input type="checkbox"/> New Brunswick | Amount allocated: _____ |
| <input type="checkbox"/> Nova Scotia | Amount allocated: _____ |
| <input type="checkbox"/> PEI | Amount allocated: _____ |
| <input type="checkbox"/> Ontario | Amount allocated: _____ |
| <input type="checkbox"/> Quebec | Amount allocated: _____ |
| <input type="checkbox"/> Canadian Exploratory Markets | Amount allocated: _____ |
| <input type="checkbox"/> US (New England/Mid Atlantic) | Amount allocated: _____ |

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

