Logo

Description automatically generated

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| **marketing INvestment Brief** | | | | | |
| **Applicant** | |  | | **Key Contact** | |  |
| **Email** | |  | | **Telephone** | |  |
| **Project Name** | |  | | | | |
| **Project Date (s)** | | **Start Date** |  | **End date** | |  |
| **Total Budget** | | **$** | | | **Requested Amount** | **$** |

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| **Marketing Investment** | | |
| ***Please provide a full description of the investment*** | | |
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| **Marketing Plan** | | |
| ***Indicate tactics to be deployed. Include target market and target audience*** | | |
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| **Marketing Initiative/Project** | | |
| ***Please explain the rationale/ need/ demand for this project.*** | | |
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| **Strategic Focus** | | |
| ***List the key areas you will focus your efforts*** | | |
|  | | |
| **Objective(s)** | | |
| ***Outline the desired results of this plan. Demonstrate its measurable benefits and its anticipated impact(s).*** | | |
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| **Metrics – Performance Indicators** | | |
| * ***Describe how the key activities outlined below will assist in meeting your proposed objectives, and how you plan to measure your success.*** * ***Identify all anticipated outputs and qualitative and quantitative performance indicators.*** * ***Indicators could include the increase in number of visitors to a selected sample of operators, number of enquiries, % increase in bookings through various marketing modes, etc.)*** | | |
| **Metric** | **Base or Last year** | **Target** |
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| **Project Description** | |
| ***List the key activities and timelines*** | ***Dates - Timelines*** |
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**Please email completed forms to the:**

**-** [**Erin.Monaghan@visitniagaracanada.com**](mailto:Erin.Monaghan@visitniagaracanada.com)

* **Application to be submitted in ‘Word’ format (please do not submit in PDF)**
* **Budget in ‘Excel’ format**