Logo

Description automatically generated

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| **PARTNERSHIP PROGRAM APPLICATION** | | | | | | |
| **Applicant** |  | | | **Key Contact** |  | |
| **Email** |  | | | **Telephone** |  | |
| **Address** |  | | | | | |
| **Project Name** |  | | | | | |
| **Project Date (s)** | **Start Date** |  | | **End date** |  | |
| **Location** |  | | | | | |
| **Key Priorities**  **Check applicable box (refer to program overview for clarification, if needed)** | ☐ Product Development, e.g., Culinary & Wine, Cycling, Horticulture, etc. | | | | | |
| ☐ Investment Attraction e.g., events, FAMs, etc. | | | | | |
| ☐ Industry Advancement e.g. Conferences, Research projects, etc. | | | | | |
| ☐ Marketing, e.g., media buying, FSI, digital campaign | | | | | |
| ☐ Workforce Development | | | | | |
| **Total Project Budget** | **$** | | **Requested funds to be contributed by the TPN** | | | $ |
| **Do you plan to apply for additional funding for this project in the future?** | ☐ Yes  ☐ No  ☐ Uncertain | | If yes, please explain: | | | |

\*Please provide detailed information for each category\* Answer Fields can be expanded as needed.

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| **Partnership Program Project Details** |
| Please provide a full description of the initiative. |
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| **Initiative/Project Rationale** |
| Please explain the rationale/ need/ demand for this project and how it will impact tourism in the Niagara region. |
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| **Strategic Focus** |
| List the key areas you will focus your efforts. |
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| **Business and/or Marketing Plan** |
| Indicate tactics to be deployed, including the target market and target audience(s). |
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| **Objective(s)** |
| Outline the desired results of this plan. Demonstrate its measurable benefits and its anticipated impact(s) on tourism in the Niagara Region. Please include any other partners or sector organizations not previously indicated. |
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| **Partnership involvement** |
| Describe how the TPN will be involved in the planning and/or execution of the project. |
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| **Metrics – Key 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.) |
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| **Metric** | **Base or Last year** | **Target** |
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| **Project Description** | |
| List the key activities and timelines | Dates - Timelines |
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| **Additional information** |
| Please provide any additional information (if applicable) |
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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)**
* **Detailed Budget in ‘Excel’ format must be submitted with application**