

2020 THINGS TO DO CO-OP PARTNER BUY-IN FORM

Organization: _____
Phone: _____

Contact Name: _____
Email: _____

In-Market Date



How long are you looking to run your campaign for?

Partner Budget



\$10,000+ Custom Schedule

What is your budget? _____
(exact amount)

Target Regions



- | | | |
|---|--|---|
| <input type="checkbox"/> Alberta (all) | <input type="checkbox"/> Saskatchewan (all) | <input type="checkbox"/> Montana |
| <input type="checkbox"/> Calgary Visitors | <input type="checkbox"/> Saskatoon | <input type="checkbox"/> Idaho/E Wash. |
| <input type="checkbox"/> Calgary Locals | <input type="checkbox"/> Regina | <input type="checkbox"/> ALL Markets |
| <input type="checkbox"/> Edmonton | <input type="checkbox"/> SE British Columbia | <input type="checkbox"/> Other (Specify): _____ |

Audience

Target market:
age, demographics, etc

Campaign Objectives

Sales, awareness, etc

Feature

What would you like
to promote/highlight?

Deal

Are you able to provide
an offer or discount?

Signature: _____ Date: _____

Schedule Note:

Schedules and efficiencies are based on available inventory in each market at the time of booking. Costs shown are gross and include media and creative/production fees (up to two rounds of revisions for creative, and one round of revisions for content). GST not included. All creative will be produced in the style and format of the Tourism Calgary campaign. Any delays or deviations from the above, could result in a penalty of up to 20% of the total partner investment (up to \$500) and will affect the in-market dates of your campaign.

Content Note:

When developing paid partner content, Tourism Calgary develops articles, videos and stories aligned to our overall brand voice and campaign key messages. Tourism Calgary creates content for the destination's target markets, designing content to encourage a visitor to travel to Calgary or to add incremental experiences to their trip once in the destination. To ensure alignment with Tourism Calgary's voice and audience, content developed for partners in a paid capacity will have limited editing possibilities. Partners will receive content before it is published, and will have one round of revisions to provide feedback around factual errors or inaccuracies within a 72-hour timeframe. Positioning, diction, tonality, and style is at the discretion of Tourism Calgary.



Booking confirmations are required a minimum of 5-8 weeks* before desired start date.
All partner assets are required a minimum of 4-6 weeks* before desired start date.

*timeline dependent on campaign approach (retail vs content)

Tourism Calgary Information Only

Asset Acquisition?

- New assets on FTP
 Repurposing from last year

Creative direction?

- Offer/Discount
 Content article

Additional Comments?

Destination URL: _____

Partner Page URL: _____