**Storytelling**

Note:  We are currently approving and actioning all Partnership Programs.  To date we have in excess of 50 projects that are currently being assisted through our Partnership Programs. Expenditure of funds in Partnership Programs is contingent on adherence to the Province’s Emergency Orders.

If the documents linked to below do not appear automatically, you may find them in your downloaded documents. Links in red font indicate those that you are required to read for this application (although we encourage you to read them all). Read the [Partnership Program Guidelines](https://rto7.ca/Documents/Public/Partnership-Funding-Projects/GUIDELINES-1) before this application.

* This category of Partnership provides opportunities for partners to tell their respective individual and community stories
* The general intent is that stories will encourage tourists to visit and travel throughout the area (stories may include those addressing changing business practices, etc.)
* An important aspect to this program is that the Partner has also considered the distribution of the story once it is complete (how will it be as broadly shared as possible)
* Private tourism businesses, DMOs (Destination Marketing Organizations), Tourism Organizations, Municipalities and Tourism Associations/Interest groups are eligible partners for storytelling partnerships
* Partners to suggest appropriate writer(s); if partner does not have an appropriate writer recommendation, we will work together to find one
* RTO7 and the Partner will jointly vet current work samples from qualified writers that are familiar with the product/experience and the locale the story pertains to
* Successful writers will contract directly with RTO7
* To ensure timely and constructive execution of the planning and actioning of the project please select one representative only to act as the decision maker and liaison with RTO7 and the storyteller
* Resulting ‘stories’ will be used by all partners and made available to Destination Ontario and MHSTCI as well for print publications, web applications and other digital advertising; where appropriate/agreed to, stories will also be posted by the writer on their own channels (relative timing of posts TBD)
* Stories may take many forms (primarily social media) and may include blogposts, Instagram and Facebook posts or videos (including YouTube); reporting on resulting engagement will be required
* Specific deliverables to be determined, e.g. a $1,500 commitment might include:
  + 1 Blogpost or 1 YouTube video
  + 3 Instagram posts or 1 Instagram video
  + 3 Facebook posts
* Both writer and Partner will be expected to report on their respective performance measurements (sample metrics outlined in application) as part of final project report
* Budget is intended to primarily cover creative output (stories, images, etc.) and is not intended for travel, accommodation and/or incidentals. Images from current or previous projects may be made available to accompany stories
* $1 partner funds matched by $1 partnership funds, plus $1 RTO7 funds (to a combined maximum of $6,000 per project), e.g. $1,000 leverages to $3,000
* Minimum $500 investment from the partner (can be a single tourism entity or a tourism group/DMO/tourism organization); maximum $2,000

**Regional Tourism Organization 7**

**2020/21 Partnership Program Application**

**Storytelling**

*Please type directly into the form and save a copy to your computer.*

*Print off and sign the final page.*

*Application forms should be emailed to* [*partnerships@rto7.ca*](mailto:partnerships@rto7.ca)*.*

|  |  |
| --- | --- |
| **Stakeholder Partner/Applicant**  **Organization’s legal name, website address** (for multiple partners - please identify lead partner here and attach details of additional partner(s) on a separate page) |  |
| **Contact Information** of person responsible for this application /lead partner contact  Please include name, title, **address**, phone and email |  |
| **Project Name** |  |
| **Project Date(s)** | *Allow at least 8 weeks from project application to anticipated story delivery* |

|  |  |
| --- | --- |
| **Funding Amount to be Contributed by Partner** (i.e. RTO7 will invoice you for this amount – which must **include** HST) | Partner Contribution: $   * $200.00 Administration Fee = *Total Partner Payment (waived for 2020/21)* |
| **Funding Ratio** | **$1 Partner : $1 MHSTCI : $1 RTO7** |
| **Total project budget** |  |

|  |  |
| --- | --- |
| **In-kind contributions by partner** (if applicable) | *Partner to provide initial direction (in the form of an outline) to writer addressing the desired story/theme/concept to be covered* |

|  |  |
| --- | --- |
| **Target Markets &**  **Activities** | **RTO7** [**Target Markets:**](http://rto7.ca/Public/Programs/Resource-Guide#TargetMarkets&Activities) **(subject to change)**  GTA  Southwestern Ontario  USA border states  Quebec  BruceGreySimcoe  **RTO7** [**Target Activities:**](http://rto7.ca/Public/Programs/Resource-Guide#TargetMarkets&Activities) **(subject to change)**  Culture & Heritage  Nature & Outdoor Recreation  Cycling  Festivals & Events (subject to directives from the Province of Ontario)  Resorting  Water-Based Recreation  Culinary & Agri-Tourism  Touring  Accessible Tourism |

|  |
| --- |
| Briefly describe the target audience you are hoping to reach (e.g. age, gender, interests…): |
| **Please explain what the story will promote to the audience described above. Please explain the rationale.** |
|  |
| **Key Activities, Milestones & Responsibilities** |
| The following is an approximate sequence of events for the project you will be undertaking:   1. Project approval – RTO7 2. Project agreement – RTO7 & Partner; logos on Partner website 3. Kick-off conference call to confirm/negotiate project objectives, deliverables, deadlines, posting schedules, performance measurement, etc. – RTO7, Partner & Writer 4. Draft(s) provided to RTO7/Partner for review – Writer 5. Requested edits made – Writer 6. Posting of final deliverables according to schedule – Writer, Partner & RTO7 7. Final reporting including performance metrics - Writer, Partner & RTO7 |

|  |
| --- |
| **Messaging –** what is the specific message(s) that will be communicated through the story |
| **Performance Metrics -**  Provide data for 2 performance metrics you will gauge your project success by. Note that some of the metrics relate to *distribution* of the story rather the *generation* of the story. At project completion, you will be required to report (in your final report) on ALL the metrics below that are relevant to your project.  For an explanation of these and other useful tourism performance metrics, please click [here](http://rto7.ca/Public/Programs/Resource-Guide#PerformanceMetrics) ([Performance Metrics video](https://www.youtube.com/watch?v=yWaAJ61OPLs&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=5) and [Importance of Data](https://www.youtube.com/watch?v=IoIpyCpb2zg&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=6) video).   |  |  |  | | --- | --- | --- | | **Metric:** | **Last Year (Baseline Data *– may not be relevant*):** | **Anticipated This Year:** | | # Clicks on your website |  |  | | # Video views (if applicable) |  |  | | Increase in social media engagement (shares, comments, etc.) |  |  | | # Conversions if applicable (tickets sold, # overnights, downloads, signups, leads, etc.) |  |  | | Quality of the end product |  |  | | Experience of working with the storyteller |  |  | | Deadlines met |  |  | | Other (provide detail) |  |  | |

|  |
| --- |
| **Preparation – Please confirm the following are in place CURRENTLY in order to qualify for funding** |

|  |
| --- |
| Partner will acknowledge RTO7’s and the Ministry’s support by displaying the ‘BruceGreySimcoe Always in Season’ Logo ([JPG](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK-1.aspx), [EPS](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK.aspx)) with an active link to [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) and the Ontario Logo [(](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_RGB-1)[PDF](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK-1), [EPS](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK)) on their website  Where appropriate, the ‘BruceGreySimcoe – Always in Season’ logo will be included on collateral developed in association with the project and the support of RTO7 and the Province will be acknowledged in communications both internally and externally (e.g. newsletter, press release, board reports, etc.)  Writer and Partner are required to submit a final report to RTO7 within 30 days of project completion (or as specified by RTO7)  Story will be supported by informed frontline staff  Social media – daily engagement by partner on relevant platforms - see [Social Media Best Practices](http://rto7.ca/Public/Programs/Resource-Guide#SocialMedia) here  Partner(s) maintain an active operator listing(s) (at no charge) on the [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) website and listed offerings, events, videos, social media, etc. Contact Allison Davies [adavies@rto7.ca](mailto:adavies@rto7.ca) 705-888-8728 for assistance if required. Partner also maintains a free listing on [www.ontariotravel.net](http://www.ontariotravel.net).  Partner has [signed up](http://rto7.ca/Public/Special-Pages/Mailing-List-Signup) to receive RTO7’s E-newsletter communications  At least one representative of the partners’ organization has completed the **FREE** [BruceGreySimcoe Service Excellence Training](https://rto7.ca/Public/Resources/BGS-Tourism-Service-Excellence-Training). Note that partners will have until March 31/21 to complete and submit a copy of Certificate of Completion to RTO7. It is strongly recommended that at least one representative of the partners’ organization also complete the **FREE** [It’s Your Shift (Sexual Harassment & Violence) Training](https://rto7.ca/Public/Programs/It-s-Your-Shift)  Partner has (or will) consider/reflect on [sustainable tourism practices](http://rto7.ca/Public/Programs/Resource-Guide#SustainableTourism) ([video](https://www.youtube.com/watch?v=edIe1aDDfJ4&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=8&t=0s)) as they relate to their business  **Attestation:**  I confirm that the source of funds to be contributed is consistent with [eligible sources of funds,](https://rto7.ca/Public/Programs/Resource-Guide#IneligibleSourcesofFunds)  I have read and understand all information contained within the following documents/links above (identified as Mandatory in the [Attestation Matrix](https://rto7.ca/Public/Programs/Resource-Guide#AttestationMatrix), and in red font above):   * Guidelines * Target Markets & Activities * Sustainable Tourism * BruceGreySimcoe Customer Service Excellence Training * RTO7 E-newsletter signup * BGS & Ontario Logos |

|  |
| --- |
| The information supplied above is accurate to the best of my knowledge.  Authorized Signature (application must be signed) Date  Name and Title |

The BruceGreySimcoe Service Excellence Training has been successfully completed by: *Insert name*

*Please help us to improve…*

Did you find this application easy to complete?

Very  Somewhat  Not at all

Understanding that all information is needed to effectively evaluate your submission, what changes would you make to the application?