## **Video/Image Production**

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 application may be used for video and/or imagery production; if using it for both, please distinguish between the video and the imagery projects
* $1 receives $1 + $1 ($1 partner matched by $1 MHSTCI funds plus $1 RTO7 funds)
* Partners may be a single tourism entity or a tourism group/DMO/tourism organization
* Video/images will be jointly owned by the partner and RTO7 (if RTO7 is interested in using them – beyond our website, advertising campaigns and YouTube channel – to promote the partners’ assets, RTO7 will inform the Partner. They will also be available to MHSTCI and Destination Ontario for similar purposes)
* For both video and imagery development projects, the partners’ careful attention to, and management of, planning, scheduling, finding models etc. greatly contributes to the success of the finished product and sufficient time for this role should be anticipated
* 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 Brian and/or Andrea

**Video:**

* Video packages include [3 price packages](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Video-Packages-link-to-video-styles-once-posted)
  + Partner contribution of $800 including HST (leverages to $2400)
  + Partner contribution of $1435 (leverages to $4305)
  + Partner contribution of $2000 (leverages to $6000)
* Note that if the Partner intends in the future to conduct paid advertising through RTO7 with the video developed, the video developed must be 60 seconds or less (video advertising is another Partnership category and requires a Video Advertising application)
  + Note that for the purposes of video advertising, the best performing creatives on Facebook currently average 7 second views in duration, so the 15 second format is highly encouraged
* Video styles include [four styles](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Four-Styles-of-Video-2)
* Video development to be managed by RTO7 and/or the RTO7 Agency of Record and executed by the RTO7 Agency of Record (H Visual Media)
* Video will be posted to BGS website (video galleries as is appropriate to the video and to BGS YouTube channel)
* Partner is responsible to post video(s) to partner’s website and YouTube channel
* Video development plan must align with [RTO7 Business & Marketing Plan](http://rto7.ca/Public/Programs/Resource-Guide#RTO720/21BusinessPlan)
* All video imagery provided will be licensed to the relevant partner and Regional Tourism Organization 7 for a period of 3 years (thereafter, in order to minimize partner costs, H Visual Media will have access to the raw footage)
* Videos developed must highlight dynamic, appealing BruceGreySimcoe experiences/offerings and video must include a call to action
* If you are producing a video intended to keep your offering top of mind with visitors, you must include some form of Stay at Home messaging at the beginning of the video (where it will be sure to be seen)
* Previous Partnership videos (amongst others) may be viewed on BruceGreySimcoe’s [YouTube](https://www.youtube.com/user/BruceGreySimcoe/videos) page

**Imagery:**

* Image development to be managed by RTO7 and/or the RTO7 Agency of Record and executed by the RTO7 Agency of Record (Andrea Hamlin Photography)
  + Image development plan must align with RTO7 Business and Marketing Plan
* Minimum photography shoot is one 8-hour day
  + i.e. a $600 partner contribution including HST (leverages to $1800)
  + model fees are additional if required
  + when required and appropriate (e.g. a shoot with significant travel time is consecutive days in a row and the shoot day runs late), the Partner is requested to provide paid accommodation for Andrea if possible
  + maximum partner contribution is $5,000

**Regional Tourism Organization 7**

**2020/21 Partnership Program Application**

**Video/Image Production**

*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)*.*

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| **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** |  |
| **Preferred Film/Shoot Weeks/Timeframe** (minimum of 2 weeks hence; subject to availability/weather, etc.) |  |
| **Partner Contribution** (i.e. RTO7 will invoice you for this amount – which must **include** HST) | [***Video Packages:***](http://rto7.ca/Public/Programs/Resource-Guide#VideoPackages)  *Basic $800 partner contribution*  *Intermediate $1435 partner contribution*  *Deluxe $2000 partner contribution*  ***Image:***  *$600/8 hr day plus model fees if applicable*  Partner Contribution: $  + $200.00 Administration Fee = *Total Partner Payment (waived for 20/21)* |
| **Funding Ratio** | **$1 : $1 : $1** |
| **Total project budget** |  |
| **In-kind contributions by partner** (if applicable)  *This might include finding models, model fees, model meals or fees to participate in featured activity, etc.* |  |
| **Please tell us about the product/experience you would like to promote, sell, feature (what images or messaging are you hoping to convey). What would you like the images/video to achieve?** | |
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| **Describe the audience you are targeting (age, life stage, other characteristics, etc.) Where are they located? Click** [**here**](http://rto7.ca/Public/Programs/Resource-Guide#TargetMarkets&Activities)[**(video)**](https://www.youtube.com/watch?v=Pe7dOjyA4Eo&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=3&t=10s) **for RTO7’s Target Markets & Activities (subject to change)** | |
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| **Where do you want to use the video or images? (Choose all that apply)** |
| **Video:**  Website  Social Networks (YouTube, Facebook, Vimeo, etc.)  Paid social advertising (YouTube, Facebook, Vimeo, etc.)  Tradeshows  Presentations  Broadcast (TV Commercial)  **Images:**  Printed collateral (brochures, guidebooks, etc.)  Website  Social Networks (YouTube, Facebook, Instagram, etc.)  Paid social advertising (YouTube, Facebook, Instagram, etc.)  An image database that stakeholders can access for marketing purposes |

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| **Are there any special circumstances or deadlines we need to be aware of?**  *Note: all projects must be completed prior to March 31/21.* |
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| ***This question for video applicants only…***  **What style of video would you like? (click for samples of that type of video)** |
| 1. [Video montage](https://www.youtube.com/watch?v=ayhL7dePIfE) set to music (most appropriate for packages 1 or 2) 2. [Commercial style voice over](https://www.youtube.com/watch?v=lY04wbnYM-M) video (most appropriate for packages 2 or 3) 3. [Interview style](https://www.youtube.com/watch?v=KaV6jTSCnTQ&t=6s) (most appropriate for packages 2 or 3) 4. [Story style](https://www.youtube.com/watch?v=-szR_C49QzE) (most appropriate for package 3) |

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| **Performance Metrics -**  Provide the anticipated outcome for the performance metrics you will gauge your project success by. 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:** | **Anticipated Outcome *(YES works unless you have more specific expectations):*** | | Vibrant, appealing videos and/or images |  | | Video/images suitable for a very specific purpose (e.g. social media advertising or cover of guide or web banner) |  | | Captured all desired content |  | | All models have signed releases |  | | All partners content with video/images provided to them |  | | Ease of working with the videographer/photographer through planning, shooting and editing |  | | Smooth execution the day of the shoot (as a result of good planning) |  | | Other (provide detail) |  | |

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

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| **Video:**  My/our website is up to date and easy to navigate  I/we 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  We have a YouTube account established  Video will display ‘BruceGreySimcoe – Always in Season’ Logo as well as the ‘Ontario’ Logo  Video will contain a clear Call to Action  Activities depicted in video will conform with safety standards e.g. helmets, lifejackets, etc.  If undertaking a video, I have reviewed H Visual Media’s [Best Practices & Tips for Successful Video](https://rto7.ca/Public/Programs/Resource-Guide#VideoBestPractices) Production ([video](https://vimeo.com/391690020/6bbcb3b092))  Partner has accessed the appropriate releases ([model](http://rto7.ca/Public/Programs/Resource-Guide#ModelRelease), [operator](http://rto7.ca/Public/Programs/Resource-Guide#OperatorAuthorization), etc.) and will have them completed  Partner is aware of, and responsible for, collection of signed release forms which are required prior to production from all models, including performers (e.g. bands), vendors, buskers, etc.  The partner will clearly and publicly post that onsite filming is underway (see Best Practice Doc for wording) if there’s a chance the public might end up in the background of a shot (it also helps to explain why there are cameras around)  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 to RTO7’s Stakeholder Site [www.rto7data.ca](http://www.rto7data.ca) to access free imagery, research, reports, etc. Contact Allison Davies [adavies@rto7.ca](mailto:adavies@rto7.ca) 705-888-8728 for assistance if required  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  **Imagery:**  If undertaking an imagery project, I have reviewed Andrea Hamlin’s [Successful Photography Projects](http://rto7.ca/Public/Programs/Resource-Guide#SuccessfulPhotographyProjects)  ([video](https://www.youtube.com/watch?v=2rsxDbAQoCM&list=PLPEhrpIalfOHTRxI20btHEjv4RO9u9Key&index=4&t=0s))  Partner has accessed the appropriate releases ([model](http://rto7.ca/Public/Programs/Resource-Guide#ModelRelease), [operator](http://rto7.ca/Public/Programs/Resource-Guide#OperatorAuthorization), etc.) and will have them completed  Activities depicted in images will conform with safety standards e.g. helmets, lifejackets, etc.  Partner is aware of, and responsible for, signed release forms which are required prior to production from all models, including performers (e.g. bands), vendors, buskers, etc. unless the shot is of a crowd, with individual faces not recognizable (in which case e.g. a large event, it must be clearly and publicly posted that on site filming is underway)  The partner will clearly and publicly post that onsite filming is underway (see Best Practice Doc for wording) if there’s a chance the public might end up in the background of a shot (it also helps to explain why there are cameras around)  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  Collateral subsequently developed featuring the images developed will include the ‘BruceGreySimcoe – Always in Season’ Logo  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 to RTO7’s Stakeholder Site [www.rto7data.ca](http://www.rto7data.ca) to access free imagery, research, reports, etc. Contact Allison Davies [adavies@rto7.ca](mailto:adavies@rto7.ca) 705-888-8728 for assistance if required.  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. 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| The information supplied above is accurate to the best of my knowledge.  Authorized Signature (application must be signed) Date  Name and Title |

*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?