**2018/19 Partnership Program Guidelines & Application**

**GENERAL PROGRAM OVERVIEW**

Regional Tourism Organizations (RTOs) are eligible to receive a “partnership” allocation from the Ministry of Tourism, Culture and Sport (MTCS) as part of their annual funding intended to encourage more partnerships, strategic coordination and leveraging of regional resources.

The Ministry’s objectives in doing so are to:

* Enhance tourism across the province
* Support the RTO as a leader in regional tourism
* Maximize support for tourism at a regional level by encouraging strong partnerships, expanding the breadth and diversity of funding partners
* Encourage RTOs to engage industry partners to broaden their financial base to extend reach
* Support a coordinated approach that aligns planning, marketing, product development, investment attraction, and workforce development in the region to promote sustainability and increased competitiveness of tourism across the province
* Assure the transparency and accountability of funding through the transfer payment agreement process

**Due to the increasing popularity of this program and in an effort to maintain accessibility to the Partnership Program, for the 2018/19 year, partnerships will be limited to 3 projects per partner, to a maximum partner contribution of $25,000 per project.**

The partnership allocations are NOT grants, but matching fund projects managed by RTO7 and conducted jointly with partners. These projects will align with RTO7’s mandate and goals, target audiences, segments and activities as outlined in the current business plan, which will be posted here as soon as approved by the Ministry of Tourism Culture and Sport.

* [Geographic Target Markets, Segments & Activities](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/RTO7-Geographic-Target-Markets-etc) (geographic audiences and types of visitors RTO7 is aiming to attract and types of activities we’re promoting)

The Partnership Projects are also an opportunity for RTO7 to collect information that attempts to measure how successful the initiative has been in creating awareness, visitation and spending. The data collected from partners may then be aggregated with other data in the longer term to provide a clearer picture of the state of tourism within the region, informing future decision-making. Partners must be prepared to commit to and follow through on collection of jointly determined data related to the projects undertaken.

The [type of data](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Type-of-data-partners-might-be-required-to-report-1) that partners might be required to include in the final report to assess performance depends on the project and the objectives in question. Future funding of partners will in part be determined by timely completion of projects as well as thoroughness and timely submission of final reporting.

**PARTNER ELIGIBILITY**

Partnership projects may be undertaken by private tourism businesses, DMOs (Destination Marketing Organizations), tourism organizations, municipalities and tourism associations/interest groups within Bruce, Grey and Simcoe counties.

In order to be considered, businesses or organizations must be established and be able to demonstrate the capacity (financial and otherwise) to execute the project in partnership. This includes providing timely responses to queries from RTO7 and Agencies, etc.

Tourism businesses/organizations outside BruceGreySimcoe (e.g. a provincial association) can apply as long as there is strong involvement from relevant BGS stakeholders.

Joint projects with other RTOs will be considered (keep in mind each RTO has their own structure for Partnership Allocations).

**RTO7 PARTNERSHIP PRIORITY AREAS OF CONCENTRATION**

[Signage](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Rationale-signage-1) (click for rationale)

Funds are available to conduct a signage plan, to fabricate and install tourism wayfinding signs and cycling signs (including purchase of posts for Great Lakes Waterfront Trust cycling signage for the 2018/19 year). Note that signs must conform to the [RTO7 Wayfinding Signage Standards & Specifications Manual](http://rto7.ca/RTO7/media/RTO7-Public-Documents/RT07_signmanual_revDec2017_FINAL_annotated.pdf) **(**which has been updated as of Fall 2017 to reflect AODA requirements).

Note this type of project is most often undertaken by Municipalities or Counties (or by Conservation Authorities or Recreational Organizations) and funding does not apply to any other types/formats of signage or electronic signage. Signage plans are only eligible for those implementing the RTO7 system.

[Digital Advertising](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Rationale-Digital-Advertising-1)

The role of digital advertising (e.g. adwords, Facebook ads, banner ads, etc.) is to promote assets/events and does not apply to website design, upgrades, etc. Media buys are managed by RTO7’s Agency of Record (The Aber Group Inc.).

RTO7 is pleased to extend this offer to past partner campaigns in good standing recognizing the momentum that has been established in attracting visitors to the region and the net positive effects of these partnerships as well as the challenge to stakeholders to sustain if this partnership did not continue. RTO7 is temporarily removing the restriction of a maximum limit to the number of times a partner can participate in the Digital Advertising partnership.

[Image Production (Images/Video)](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Rationale-Video-2)

This category includes development of videos and/or imagery database(s) through RTO7’s respective Agency(ies) of Record (Hunt Productions and Andrea Hamlin Photography) and is intended to support digital advertising of assets/events.

[Experience Development / Consumer Research / Workforce Development](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Rationale-Experience-Development-1)

This category is typically for larger projects, often in the planning stages. Funding is available to develop business or marketing plans for product/experiences, for feasibility studies, etc. Research and workforce development projects are also eligible within this category.

[Website Portal Development](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Rationale-Website-Portal-Development-1)

Working with RTO7’s Agency of Record and using the architecture and template developed for [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com), a dedicated destination microsite may be developed for tourism DMOs and organizations representing/managing multiple tourism partners, (primary purpose is tourism promotion), allowing for data sharing amongst partners. Note there is limited availability of partnerships in this category.

[Language Translation Services](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Rationale-Language-Translation-Services)

Language translation by Agency of Record of web and print materials relevant/suited to these markets (e.g. beaches or cycling pages for promotion in Quebec). Languages currently include French and Simplified Chinese.

[Video Advertising Campaign](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/Rationale-Video-Advertising)

This category provides access to digital advertising using short videos developed through RTO7 or partners’ own approved video collateral (must be 60 seconds or less). The lower buy-in of this partnership provides partners with a low-risk introduction to the benefits of video advertising through social media and can be an effective complement to other forms of advertising.

This year, this category will be expanded to include static image (photo) advertising, for example in Facebook carousel ads which have proved successful in last year’s BruceGreySimcoe campaigns.

Be sure to maximize your investment with RTO7 by claiming and updating your listing on [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com), registering for access to our Stakeholder Site [www.rto7data.ca](http://www.rto7data.ca) housing free imagery, research, reports, etc. Contact Communication Assistant Allison Davies mailto:adavies@rto7.ca for assistance in doing so.

**APPLICATION PROCESS**

*Please contact us prior to submitting your application to ensure your understanding of the Partnership Program and that your proposal meets eligibility requirements, etc.*

* Review all links in the Guidelines/Application relevant to your project type
* Once submitted to partnerships@rto7.ca, your application will be reviewed to ensure that it is complete and that it aligns with RTO7’s strategy.
* If your project is approved, a [Partnership Agreement](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/PF-Agreement-Template-2018-19) outlining the initiative terms and conditions will be drafted for signature by both parties – among other things the agreement outlines
	+ Project timelines which must be adhered to (all projects must be completed prior to March 31, 2019)
	+ Performance measurement expectations
	+ Acknowledgement of RTO7 and Province of Ontario support
	+ Successful completion of a final report outlining performance measures and outcomes within 30 days of project completion
* Applications will be accepted on a continual basis (as long as funds remain available) with final deadlines to apply as follows:
	+ Digital Advertising Aug 31/18
	+ Signage Sept 28/18
	+ Experience Development Aug 31/18
		- **N.B. To ensure sufficient time to complete the project, experience development projects approved and with consultant work underway by August 31/18 will receive 1:1:1 funding; projects underway any later receive 1:1 funding**
	+ Video/Image Production Oct 31/18
	+ Website portal development Aug 31/18
	+ French & simplified Chinese translation Oct 31/18
	+ Video Advertising Oct 31/18
* Note that the project maximum on the Video Advertising category is 4 videos
* If an approved project is delayed or cancelled prior to start, the Partner is requested to advise RTO7 as soon as possible to allow other projects/stakeholders to access funds made available.

**CONDITIONS OF FUNDING**

**Professional Development**

* All eligible project partners (a representative) will be required to complete the free [**BruceGreySimcoe Service Excellence online training program**](http://rto7.ca/Public/Resources/BGS-Tourism-Service-Excellence-Training) **(**1-hour online course) prior to project award and submit a copy of Certificate of Completion to RTO7.

**Procurement**

* All procurements (other than Signage) to be done by RTO7.
* MTCS has authorized use of the municipalities’ procurement process for Signage procurements (which should align with [MTCS procurement requirements).](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/MTCS-Procurement-Requirements-1)
* Partners may provide in-kind contributions to projects, but may not be reimbursed for project expenditures, i.e. all paid work must be completed by third parties (e.g. municipalities may not pay or reimburse their Public Works or Roads Departments to install signage – if a municipality is to install, it would be considered an in-kind contribution).

**Project Expenses/Payment**

* MTCS requires RTOs to be responsible/accountable for administration of project funds, meaning the RTO cannot pay or reimburse the partner. RTO7 will invoice the partner for their contribution. Payment (in the form of a cheque or electronic funds transfer) is due upon receipt of the invoice (*prior* to the project’s start)
* **All funds quoted include HST** and so should your application and project budget e.g. if a minimum project contribution is $10,000, that includes HST
* There will be no reimbursements of charges to or payments made by the partner that were incurred prior to the project start date.
* Capital expenses (other than Signage as outlined below) are not eligible.

Applicants should be aware that RTO7, through funding agreements with the Province, is bound by the *Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c.f 31, as amended from time to time, and that any information provided to RTO7 in connection with their application, project or agreement may be subject to disclosure in accordance with the requirements of that Act.

Partners to permit RTO7, if required, to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate, and that funds were used for purpose(s) intended.

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| Category | Tourism Wayfinding Signage | Product/Experience Development | Image Production | Digital Advertising  | Video/Image Advertising | DMO Web Portal Development | Translation Services |
| Eligible Partners | Private and non-private tourism operators, destination marketing organizations, tourism organizations, municipalities, and associations/interest groups with a primary purpose in tourism in BruceGreySimcoe |
| Objective | Improve the visitor experience through implementation of RTO7 signage & wayfinding specifications | Enhance development of tourism experiences (products, training, workforce development and research) | To grow visitation by developing competitive collateral offerings for the partner and the BGS website. To aid in the recruitment of employees. | To grow visitation by reaching targets markets where the consumers search most for information about a possible destination. | To grow visitation by reaching targets markets through social media.  | Using architecture & template developed for BruceGreySimcoe.com; a dedicated destination microsite for destinations and to share data amongst all partners. Limited to Tourism DMOs whose primary purpose is to facilitate tourism promotion. | To provide French or Simplified Chinese language translation for services in web and print media |
| Additional RTO7 funding? | NO | STAGED | YES | YES | YES | YES | NO |
| Participation Partner $ : PF $ : RTO7$ | $1 : $1 | $1 : $1 : $1 if approved and consultant work is underway by August 31$1: $1 if approved and consultant work is **not** underway by Aug. 31 | $1 : $1 : $1 | $1 : $1 : $1 | $1:$1:$1 | $1:$1:$.50 | $1:$1 |
| Example Funding | $10,000 investment by partner receives $10,000 from partnership fund for a total project of $20,000 | $10,000 investment by partner receives $10,000 from partnership fund plus $10,000 from RTO7 for a total project of $30,000 – subject to above time frames. | $1,400 investment by partner receives $1,400 from partnership fund plus $1,400 from RTO7 for a total project of $4,200 | $10,000 investment by partner receives $10,000 from partnership fund plus $10,000 from RTO7 for a total project of $30,000 | $500 investment by partner receives $500 from partnership fund plus $500 from RTO7 for a total project of $1,500 | $4,300 investment by partner receives $4,300 from partnership fund plus $2,150 from RTO7 for a total project of $10,750 | $1,,000 investment by partner receives $1,000 from partnership fund for a total project of $2,000 |
| Partners contributionMinimumMaximum | $10,000$25,000 | $ 5,000$25,000 | $ 750 (video)$ 500 (image)$ 2,000 (video)$ 5,000 (image) | $10,000$25,000 | $ 500$ 500 | $4,300 English only $4,850 English & French | $ 250$2,500 |
| Example initiatives or projects | Local trail group partners to implement RTO7 wayfinding signage along trail network.Municipality implements RTO7 program or develops an implementation plan.Cycle signage is installed along routes. | Research into viability of a new tourism product/experienceDevelopment of a business/marketing plan to take a product/experience to market.Develop. of Tourism Destination PlanData collection & analysis. | Outfitter videos a canoe or paddle board experience.A campground videos a single or collection of activities at the campground.A tourism destination photo shoot.A recruitment video for students. | A ski resort develops and advertises a campaign digitally.A festival develops and advertises a campaign digitally. | An operator promotes an activity through social media | DMO web site with dedicated URL, URL specific analytics, revenue generation attributes and ability to manage content. Must share operator data with RTO7 and partners on the BruceGreySimcoe.com platform. | Translating web pages that are suited to the market in question e.g. Beaches pages for a French siteTranslating inserts into mass distribution print publications with target messages e.g. Beaches pages in a DMO guidebook for distribution in Quebec |
| Submissions Accepted | Now to September 30, 2018 | Now to August 31, 2018 | Now toOctober 31, 2018 | Now toAugust 31, 2018 | Now to October 31, 2018 | Now to August 31, 2018 | Now to October 31, 2018 |
| Application Limits | **Partners are limited to 3 applications to a total partner contribution of $75,000**  |

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**Video/Image Advertising Campaign**

* This new category of partnership (at a lower buy-in) ensures that collateral developed to date is being used effectively by stakeholders in paid social media promotions to targeted markets (click [here](http://rto7.ca//Documents/Public/Partnership-Funding-Projects/Video-Statistics-17-18) for stats related to video advertising prevalence and effectiveness)
* Campaigns may use just a video or just imagery or may combine video and imagery in one campaign (in which case Facebook will optimize to the strongest performing creative, most often video)
* Partners may use video/imagery developed through RTO7 or their own video/imagery collateral to conduct paid advertising on Facebook and/or Instagram
* Note that RTO7 will once again be featuring videos and still images (that are still current) developed through previous years Partnerships in our own 2018/19 seasonal campaigns
* If using their own video/imagery:
	+ Partner video/images must be approved\* by RTO7 prior to application acceptance (see list below)
	+ the Partner video must have the BruceGreySimcoe and Ontario Yours to Discover logos added to the video (at partner’s expense)
	+ ad copy or hashtags associated with image campaigns will recognize RTO7/Ontario support
* Video must be short – 60 seconds or less
	+ 15 seconds is appropriate if completed views of the video is your goal
	+ 30 seconds is effective if clicks through to your website is your goal
	+ it is highly recommended for videos longer than 30 seconds to have logos/call to action (most often to Partner’s website) at the outset
* Images should
	+ Convey the appeal of a visit to BruceGreySimcoe (i.e. convey emotions/expressions of excitement, wonder, awe, happiness, etc.)
	+ Include different ethnicities as appropriate
	+ Feature vibrant colours
	+ Be directly relevant/themed to what you are promoting
	+ Include 3-5 (600x600) really strong, high resolution, digital images per campaign (for Facebook Carousel ads)
	+ Have model releases and commercial sign offs as required
	+ Depict activities conforming with safety standards e.g. helmets, lifejackets, etc.
	+ Stakeholders that have developed videos in the past in partnership with RTO7 but that did not choose to develop 60 second or shorter videos may work with Brian Hunt (or videographer of their choice) to produce a shorter video (this cost, however, is not eligible for partnership funding)
	+ Media buys to be managed by the RTO7 Agency of Record (The Aber Group Inc.)
	+ There is a limit of 4 video/image advertising projects per partner (1 video/project and 3-5 images/project)
	+ $1 partner funds matched by $1 partnership funds plus $1 RTO7 funds
	+ Partner investment is $500, matched by $500 partnership funds and $500 RTO7 funds for a total video advertising budget of $1500 (keep in mind that agency fees and taxes are included in this total)
	+ Partners are welcome to contribute additional funds (beyond the $1500 project total) if they wish a larger, more robust campaign
	+ It is possible to be funded for both a video/image *development* and video/image *advertising* project in one Partnership year; however, this requires at minimum a season’s lead time
	+ Partners will need to have or develop a landing page consistent with what is portrayed in the video/imagery (i.e. an ice fishing video should direct traffic to an ice fishing landing page or at minimum a page outlining a variety of winter activities, of which ice fishing is one)
	+ Campaigns will be in market roughly 4 weeks
	+ Facebook posts will be posted from the BruceGreySimcoe account but copy, a call to action and a physical link will drive traffic to your website **(which must be mobile friendly)**
	+ Partners will be responsible for responding to comments generated as a result of the campaign at a minimum of every other day

\*RTO7 will review Partner video prior to accepting applications, however, criteria we are seeking for eligible videos includes:

- 60 seconds or less

- has a Call to Action e.g. Visit [www.partnerswebsite](http://www.partnerswebsite).com to learn more

- if video is 60 seconds, it is recommended that at least the Partner logo and a Call to Action are at the beginning of the video (within the first 15 seconds)

- is promotional in nature

- features your dynamic, appealing tourism experiences/offerings in BruceGreySimcoe

- is high resolution, digital format

- is ideally designed for sound off, but delights with sound on (i.e. story is told visually, using captions, text and graphics where needed to help deliver message)

- partner is willing to sign off that they have model releases and commercial sign offs as required

- activities depicted conform with safety standards e.g. helmets, lifejackets, etc.

- has (or is willing to add) the BruceGreySimcoe and the Ontario Yours to Discover logos to the video (these may be at the end)

- is willing to post the video to the BruceGreySimcoe website gallery

- video will be reviewed by RTO7 prior to any editing work being done, and (if approved), following the work being done

* Deadline
	+ Video advertising applications will be accepted up until October 31, 2018

**Regional Tourism Organization 7**

**2018/19 Partnership Program Application**

**Video Advertising Campaign**

*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**.*

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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 contactPlease include name, title, address, phone and email |  |
| **Project Name** |  |
| **Creative Type:** | *Video or Imagery* |
| **Project Date(s)** | *What are the preferred campaign dates (a window of maximum 4 weeks)?* |
| **Funding Amount to be Contributed by Partner** (i.e. cheque to RTO7) | $500 |
| **Funding Ratio** | [ ] **$1 : $1 : $1** |
| **Total project budget** | $1500 |
| **In-kind contributions by partner** (if applicable) | *Partners are responsible to provide imagery/video of 60 seconds or less for advertising purposes. The video may be one that was developed in partnership with RTO7 in the past, or one of your own (that has been approved by RTO7).**Partner will need to a) install Google Analytics if it is not already installed and b) provide The Aber Group access to their website(s) and Facebook/Instagram analytics*  |
| **Campaign Targeting**  | **RTO7 Target Markets:**[ ]  GTA[ ]  Southwestern Ontario[ ]  USA border states[ ]  QuebecMore specifically, geography within the above target markets (e.g. cities, postal codes, etc.):Target Market Info – Demographic/Psychographic (include any relevant age, gender, life stage and/or interest targets for the campaign):Platform Preference (if any):*Facebook, Instagram or both* Website (URL where we can find more information on you and your offerings – please also note if/where there is other marketing material you can share that is relevant to this offering/campaign):Campaign landing page (specify URL that you would like the ads to drive to – ideally campaign-specific):If not already, date the landing page will be campaign ready: **RTO7 Target Activities:**[ ]  Nature and Outdoor Recreation[ ]  Cycling[ ]  Festivals and Events[ ]  Culture[ ]  Resorting[ ]  Water-Based Recreation[ ]  Culinary |
| **What is the campaign goal (awareness, getting people to your site, video engagement or conversion e.g. downloads?)**  |
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| **Campaign messaging (what ideas/messages would you like to convey in the ads? Aber will write the ad copy for your review but what elements/highlights should be included?)** |
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| **Key Activities, Milestones & Responsibilities**  |
| The following is an approximate sequence of events for the campaign you will be undertaking:1. Project approval – RTO7
2. Project agreement – RTO7 & Partner; logos on Partner website; Service Excellence Training completed by partner
3. Kick-off conference call with The Aber Group to confirm project objectives, timelines, targets, messaging, etc. – RTO7, Partner & Aber
4. Develop collateral appropriate for campaign (if not already developed) and send to Aber - Partner
5. Install Google Analytics (if required) and provide Aber access for Partner website) - Partner
6. Send brief proposed plan/notes to partner – Aber
7. Landing page URL ready – Partner
8. Provide draft ad copy for review by partner/RTO7 – Aber
9. Upon approval, launch campaign – Aber
10. Brief report to Partner following campaign summarizing impressions, clicks, CTR, CPC - Aber
11. Final reporting and analytics to RTO7 - Partner
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| **Goals & Performance Measurement**The advertising campaign will optimize performance primarily **for website traffic** (clicks) from the ads to your website (video and imagery campaigns), and secondarily, **for video views** (video campaigns only).For each of these metrics, please provide expectations and baseline performance data (against which you will measure campaign performance). e.g. Goal = We expect to increase website visits by X% Baseline performance data = In October 2017 website had Y visits; through this campaign we expect to measure and achieve Z website visits in October 2018Goal = We hope to achieve Y video views (to 10 seconds). |
|  |
| **Preparation – Please confirm the following are in place CURRENTLY in order to qualify for funding** |
| [ ]  Website is current, functional and easy to navigate[ ]  Website has a relevant landing page to which video traffic will be directed[ ]  Partner has access to their websites’ Content Management System to update  content in a timely manner[ ]  Booking/ticketing engines (if relevant) are consumer friendly and easily adaptable  to the package and tracking requirements [ ]  Google Analytics is installed on ALL partner websites and RTO7 (or agent) will have  access to campaign related analytics data[ ]  Partner has watched [How to Use Analytics Quick Guide – 6 minutes](https://video.search.yahoo.com/video/play;_ylt=A0LEV7riIdpU.RAAuW4nnIlQ;_ylu=X3oDMTB0ZjNuMHJ1BHNlYwNzYwRjb2xvA2JmMQR2dGlkA1lIUzAwM18x?p=quick+intro+to+google+analytics&tnr=21&vid=E20B9E0FE9739D3B74E3E20B9E0FE9739D3B74E3&l=372&turl=http%3A%2F%2Fts4.mm.bing.net%2Fth%3Fid%3DUN.607999655398214099%26pid%3D15.1&sigi=11rajqglj&rurl=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DZO76fQfAfZo&sigr=11bo3ovg1&tt=b&tit=How+to+use+Google+Analytics+Quick+Guide&sigt=117aovr1e&back=https%3A%2F%2Fsearch.yahoo.com%2Fyhs%2Fsearch%3Fp%3Dquick%2Bintro%2Bto%2Bgoogle%2Banalytics%26ei%3DUTF-8%26hsimp%3Dyhs-001%26hspart%3Dmozilla&sigb=13bs9q8g1&hspart=mozilla&hsimp=yhs-001)that outlines the  very basics of Google Analytics (note that this video uses some outdated  terminology (e.g. Google now refers to “visits” as “sessions” but is otherwise a  very good introduction)[ ]  Campaign related data will be provided as part of final reporting to RTO7 [ ]  Website displays on both desktop and mobile devices (note that proper display on  a mobile display is critical to this partnership as almost 70% of BGS website access is from mobile devices) [ ]  Project specific/current offers are trackable, are prominently displayed on the website and will remain prominently displayed for the duration of the project campaign[ ]  Campaign will be supported by informed frontline staff[ ]  Social media – daily or every other day engagement of relevant communications  (e.g. Facebook and Twitter)[ ]  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 Yours to Discover’ Logo ([JPG](http://rto7.ca/RTO7/files/fd/fd203508-bf7f-411a-9a6a-ae47346f001b.jpg), [EPS](Microsoft/Windows/INetCache/Content.Outlook/1RHDG065/bef96a3d-c544-4c26)) on their website (at minimum) for a minimum of one year[ ]  The ‘BruceGreySimcoe – Always in Season’ logo will be included on all 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.)[ ]  Partner(s) will 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. [ ]  Partner has [signed up](http://rto7.ca/Public/Special-Pages/Mailing-List-Signup) to receive RTO7’s e-blast communications[ ]  At least one representative of the partners’ organization has completed the  BruceGreySimcoe Service Excellence training (Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
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| I confirm that the source of funds to be contributed is [consistent with all program guidelines herein.](http://rto7.ca//Documents/Public/Partnership-Funding-Projects/Eligible-Source-of-Funds-17-18)  ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ Authorized Signature Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Name and Title  |