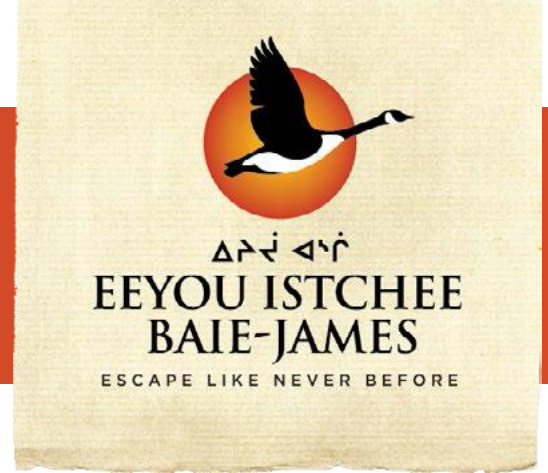


**COOPERATIVE
ADVERTISING PROGRAM**
WITHIN THE PROVINCE OF QUEBEC
2017-2018



CONTRACT/AGREEMENT WITH THE ASSOCIATED PARTNERS

BETWEEN:

Tourisme Baie-James & Eeyou Istchee Tourism
1252, route 167 Sud, C. P. 134
Chibougamau, Quebec G8P 2K6

REPRESENTATIVE:

Name: Camille Castonguay
Title: Marketing and Promotion Coordinator

AND:

Promoter: _____

Address: _____

REPRESENTATIVE:

Name: _____

Title: _____

To learn more about the program, the sections and eligibility criteria, consult:
THE 2017-2018 COOPERATIVE ADVERTISING PROGRAM GUIDE.

YOUR CAMPAIGN



TITLE OF THE CAMPAIGN: _____

DATES OF THE CAMPAIGN: _____

DESCRIPTION:

The promoter commit to provide the following information to Tourisme Baie-James and Eeyou Istchee Tourism.

This program is divided in four sections:

1. Advertising in print medias, television web, radio, display and social medias
2. Support in the creation of packages
3. Consumer tradeshows
4. Familiarization and press tours

SECTION	MARKETING ACTION	TYPE OF ACTION	FORMAT	TARGET MARKET	CUSTOMER PROFILE	DATE
1	Aventure chasse et pêche magazine	Magazine ad	Full page	Quebec province	Men 45+	February 22, 2018

Example of a completed spreadsheet

*All projects received with missing information will be rejected.

FINANCIAL PLAN



The promoter must provide the information asked in the spreadsheet below. Each column must be completed. The project could be rejected if any information is missing. The promoter grants Tourisme Baie-James or Eeyou Istchee Tourism authorization to ask for more details.

MARKETING ACTION	COST	COST COVERED BY THE PROMOTER	COST COVERED BY TBJ & EIT
Aventure chasse et pêche magazine	\$ 4 210,00	\$ 2 105,00	\$ 2 105,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
	\$	\$ 0,00	\$ 0,00
TOTAL	\$ 0,00	\$ 0,00	\$ 0,00

Exemple of a completed spreadsheet

*Note : Taxes are not included in the amounts.

TOTAL PARTICIPATION OF TBJ & EIT : \$ 0,00

REFUNDABLE COSTS:

50% OF THE MARKETING ACTION
(maximum amount according to available budget, taxes not included)

NOTES :

- Production costs (graphism and editing) are not eligible;
- The signature, logo or branding of Eeyou Istchee Baie-James needs to be included in the ads;
- Ads need to be approved by the representative of TBJ/EIT before the publication and/or release;
- The rights to use pictures (high resolution) and videos generated by press tours must be granted to Tourisme Baie-James and Eeyou Istchee Tourism. This license must be without territorial limit and without time limit.

TERMS OF THE PROGRAM

This program covers only the costs of publications. The production (except for press tours) and graphic design costs are not eligible. The promotional tools created by Tourisme Baie-James & Eeyou Istchee Tourism (official tourist guide, snowmobile map and the moto tourism booklet) are not eligible in the cooperative advertising program.

The projects must be submitted within a minimum of 60 days before the date of the event or publication and approved by its representative before the publication and/or release.

THE PROMOTER COMMITS HIMSELF/HERSELF TO PROVIDE:

- ✓ Financial plan of the event or actions to be accomplished;
- ✓ The total amount to be covered by Tourisme Baie-James & Eeyou Istchee Tourism;
- ✓ A mock-up of the ad for approval before publication and/or release;
- ✓ The complete distribution/attendance of the actions, if any;
- ✓ Notify the supplier to send the invoice directly to Tourisme Baie-James;
- ✓ Pay Tourisme Baie-James within 30 days following the receipt of the invoice;
- ✓ In cases where the invoice must be paid directly by the promoter, the invoice must be sent to Tourisme Baie-James within 30 days following the payment, but no later than April 15 of the current year.

IMPORTANT : All invoices must be addressed to Tourisme Baie-James and sent to the following address:

*Tourisme Baie-James
1252, route 167 Sud, C. P. 134
Chibougamau, Quebec
G8P 2K6*

The total participation of Tourisme Baie-James & Eeyou Istchee Tourism depends on the amounts allocated to the annual marketing budget. The available budget depends of other projects received. Therefore it is important to submit your projects early in the year.

TOURISME BAIE-JAMES & EEYOU ISTCHEE TOURISM COMMIT THEMSELVES TO PROVIDE:

- ✓ The brand image logo of the region with its signature in French and in English;
- ✓ The brand image logo of the region without its signature;
- ✓ The signature of the region in Cree-French and in Cree-English;
- ✓ The standards guide of the brand image of the region.

IMPORTANT : Any projects not respecting the graphic standards of the brand image will be rejected.

OBLIGATIONS OF THE 2 RTA

TOURISME BAIE-JAMES & EEYOU ISTCHEE TOURISM COMMIT THEMSELVES TO:

- ✓ Pay the total amount of the invoices received directly from the suppliers;
- ✓ Invoice 50% of the invoices received from the suppliers (amounts written above) to the promoter, taking into account the advantages of the cooperative advertising program.

OBLIGATIONS OF THE PROMOTER

THE PROMOTER COMMITS HIMSELF/HERSELF TO:

- ✓ Be a member of one of the two RTA;
- ✓ Provide the agreed visibility to the RTA by displaying on a banner/ad or other marketing action the brand image of the Eeyou Istchee Baie-James region;
- ✓ Pay the total amount of the invoices received from Tourisme Baie-James within 30 days following their reception. They should equal to 50% of the total amount of the project submitted above;
- ✓ Submit a report of the event or festival to Tourisme Baie-James or Eeyou Istchee Tourism at the latest 6 months after it happened.

ADDITIONAL NOTES AND DETAILS

By signing this agreement, each partner commits itself to respect the agreed terms of the preceding actions. Tourisme Baie-James & Eeyou Istchee Tourism commit themselves to pay 50% of the total costs above through their cooperative advertising program.

SIGNATURES OF THE PARTNERS

X

X

Date : _____ Date : _____

**WE'RE LOOKING FORWARD TO CONTRIBUTE TO THE SUCCESS
OF YOUR BUSINESS!**

