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EYYOU ISTCHEE

# 2017-2018 GUIDE COOPERATIVE ADVERTISING PROGRAM



# 2017-2018 GUIDE

## COOPERATIVE ADVERTISING PROGRAM



In order to encourage its members to combine their efforts in the promotion of tourism, Tourisme Baie-James (TBJ) & Eeyou Istchee Tourism (EIT) offer the possibility to cover a part of their promotion costs through a cooperative advertising program. Local advertising will not be part of this program since it is specifically oriented towards the markets within the province of Quebec and/or international. This policy has been implemented for a specific purpose:

*TO PROMOTE THE REGROUPING OF MEMBERS AS ADVERTISING OR PACKAGING ALLIANCES IN ORDER TO PUT FORWARD THE TOURISM OFFERS OF THE REGION INCLUDING THE BRAND IMAGE OF THE EYYOU ISTCHEE BAIE-JAMES REGION. THIS ONE SHOULD BE INCLUDED IN ALL MARKETING ACTIONS INCLUDED IN THIS PROGRAM.*

### GENERAL ELIGIBILITY

In order to be eligible to this program, the promoter must demonstrate that his/her project answers all of the criteria below without exceptions:

1. Demonstrates that the project has for objective to attract an outside-of-the-region clientele;
2. Cannot be part of another existing marketing program;
3. Demonstrates an increase in the tourism promotion of the current year compared to the year before (for projects already existing and projects that have already been submitted before);
4. Must be a member of Tourisme Baie-James and/or Eeyou Istchee Tourism;
5. The products must be ready to be commercialized.

### FOR EVENTS AND FESTIVALS:

The promoter must submit a report of the event or festival to Tourisme Baie-James & Eeyou Istchee Tourism at the latest 6 months after the event or festival happened.

### THE REPORT MUST INCLUDE:

- ✓ The number of participants and where they came from;
- ✓ How many days they stayed in the region;
- ✓ An evaluation of their expenses;
- ✓ The number of nights sold within the accommodations;
- ✓ The creation of packages, if any.

**IMPORTANT:** All projects not complying with any of the criteria mentioned above will be rejected.



# SECTIONS

THIS PROGRAM IS DIVIDED IN FOUR SECTIONS:



1. Advertising in print medias, television, web, radio, display and social medias



3. Consumer tradeshows



2. Support in the creation of packages



4. Familiarization and press tours

Consult the description of the various sections offered in this program and do not hesitate to contact us for more information.

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

## SECTION 1

ADVERTISING IN PRINT MEDIAS, TELEVISION, WEB, RADIO, DISPLAY AND SOCIAL MEDIAS



### EXEMPLES OF ELIGIBLE PLACEMENTS:

- ✓ Magazines
- ✓ Web banners
- ✓ Newspapers
- ✓ SEM (Keywords)
- ✓ TV ads
- ✓ Social medias ads
- ✓ Radio ads
- ✓ Billboards

### REFUNDABLE COSTS:

50% of the cost of the advertisement is refunded.  
(taxes are not included)

\* The signature, logo or branding of the Eeyou Istchee Baie-James region needs to be included in the ads and need to be approved by the TBJ/EIT representative before publication and/or release. Production costs (graphism and editing) are not eligible in this section.

## SECTION 2

### SUPPORT IN THE CREATION OF PACKAGES



#### A PACKAGE? UNITE TOGETHER!

The creation of packages is unavoidable in developing the tourism industry. In order to be eligible, the package must include a minimum of 2 distinct members.

We support the efforts made in advertising packages if 2 members or more advertise in the same placement to identify themselves under the signature, banner or logo of the Eeyou Istchee Baie-James region.\*

#### REFUNDABLE COSTS:

50% of the advertising placement is refunded.  
(taxes are not included)

\* Ads need to be approved by the TBJ/EIT representative before publication and/or release. Production costs (graphism and editing) are not eligible in this section.

## SECTION 3

### CONSUMER TRADESHOWS



#### EXPOSE YOUR PRODUCT!

To allow the promoter to participate in consumer tradeshows, we will invest together to encourage their participation in different tradeshows as long as it is done under the Eeyou Istchee Baie-James branding, either directly on the promoter booth or a rollup display will be provided to place inside the booth.

#### REFUNDABLE COSTS:

50% of the total cost of the rental location is refunded.  
(taxes are not included)

# SECTION 4

## FAMILIARIZATION AND PRESS TOURS



### A TOUR IS NEEDED!

Familiarization and press tours are excellent ways to generate quality content and articles/news stories to promote your activities.

We support the promotional efforts of a member that will identify itself under the banner, signature or logo of the Eeyou Istchee Baie-James region in familiarization and press tours.

### REFUNDABLE COSTS:

50% of the production, accommodation, meals and/or transportation costs are refunded.  
(taxes are not included)

\* The rights to use pictures ( high resolution ) and videos generated by the tour must be granted to Tourisme Baie-James and Eeyou Istchee Tourism. This license must be without territorial limit and without time limit.



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EYYOU ISTCHEE  
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