

Application: Out-of-Region Mktg Good Example

Sarah Gratta - sgratta@centralcounties.ca
DRAFT 2024/2025 Partnership Opportunities Program

Summary

ID: CCT-Partnership-7816664987

CCT Partnership Application

In Progress - Last edited: Jan 30 2024

Form for "CCT Partnership Application"

BUSINESS INFORMATION

Operating Business Name:

ABC Inc.

Legal Business Name, if different:

(No response)

Mailing Address:

123 Main Street

City:

Anywhere

Province:

Ontario

Postal Code:

A1B 2C3

Region:

Durham

Business Website URL:

This field must be a valid URL in <https://www.YourWebsite.ca> format.

<http://www.2024lanternfest.ca>

Contact Name:

Chuck Theibeault

Contact Email:

chuck@2024lanternfest.ca

Contact Phone Number:

This field must be a 10 digit phone number in ###-###-#### format.

123-456-7890

To be considered for Partnership, you must be an active CCT Member with an updated profile.

Please provide the link from yorkdurhamheadwaters.ca/directory

(No response)

If you do not have a link from yorkdurhamheadwaters.ca/directory UPLOAD a screenshot from centralcounties.ca/login of your registered listing.

[Screenshot 2024-01-29 091643.png](#)

Filename: Screenshot 2024-01-29 091643.png Size: 85.7 kB

PROJECT DETAILS

Project Name

Good Application Example - Out of Region Marketing

Project Dates

April 1/24 - Mar 31/25

Type of Project

NOTE if you are applying for more than one type of project, you will need to fill out multiple applications.

1. Out-of-Region Marketing (targeting audiences from outside of region/40km+)

Description of Project

Provide as much detail as possible so the reviewing committee has all the relevant information to make a decision. Keep in mind not all reviewers are familiar with you or your region. Remember our mandate is to drive visitation and economic development through tourism. Demonstrating that link is critical for the reviewer.

The 2024 Lantern Festival will take place nightly from September 1 – October 30 and feature over 100 lit art installations set through the beautiful paths and walkways of the local conservation area. In addition to the spectacular beauty of the lanterns, there will be nightly entertainment and a large Chinese Street Market which will showcase amazing bites, crafts and art. Based on similar events hosted by the lantern company, it is expected that total visitation will be over 100,000 with 25% of those people travelling more than 40km to attend.

We have amazing partnerships with local associations who will be assisting with ticket sales to the local residents, surrounding areas and larger Asian community. Our goal for out-of-region marketing is to target and engage non-Asian families and couples aged 25-50 to attend so they can experience the vibrancy of the festival and the culture.

When do you expect your first visitors to be able to attend/see your project?

Sep 1 2024

What is your goal for total attendance/visitation?

100000

What is your goal for visitors coming from 40+km away?

If this is a new project, what is your first year goal for visitor attendance?

If this is an existing project, what is your goal for visitor attendance and what percentage growth year over year is this?

Please input zero "0" in YoY Growth if this is a first year program.

	Visitor Attendance Goal	YoY Growth %
	25000	0

How long will your project drive visitors to the region?

2 - 6 months

How are you going to measure the number of visitors and distance travelled?

Tickets are purchased online and capture postal codes, which will we use to determine how many people come from further away. In addition, we have a special overnight package with three area hotels and will know the number of room nights purchased.

Are there other success factors you will be measuring?

All vendors are local businesses and we want them all to make money during the festival. We have also engaged local performance groups so that they get on-stage experience. We also provide each group with an honourarium which helps keep their organization strong. Finally, we will be tracking the overnight visitation, which will be good for the entire community because those people will be eating meals and shopping in town.

Does your community have a tourism plan in place?

No

If you answered YES above, please describe how your project supports its goals and objectives.

(No response)

How does/will this project improve tourism readiness and/or have a positive economic impact for your community?

Festival begins at dusk, meaning that many of those coming to the event will eat dinner at a local restaurant before heading over. Providing a place for our local performers to showcase their talents helps them be ready for the next event they are booked for – and hopefully will lead directly to more booking by people who attend the festival

What is the anticipated visitor spend using [TREIM \(Tourism Regional Economic Impact Model\)](#) analysis?

Click [HERE](#) for a How-To on using TREIM to capture the required metrics below.

Total Economic Impact	\$1,974,397
Total Jobs	16
Total Tax	\$592,648

How are you working with your municipality, BIA or other organization to ensure that visitors to your project spend more time and money in the community?

We are working with two BIAs and two mall properties in a cross promotion. Most of our vendors come from these four areas as well. The idea is to showcase these great areas to the non-residents attending the event, getting them interested in a return visit to try additional foods and purchase more unique items.

Please list the other organizations/businesses that are actively participating in and benefiting from your project.

(List all the organizations that have confirmed participation and those you are in, or plan to be in discussions with).

Confirmed:

ABC BIA

DEF BIA

GHI Mall

JKL Mall

Unconfirmed

We are currently in talks with over 75 vendors with a final goal of having 40 vendors create the night market onsite.

Please attach your Marketing Plan (if applicable).

This is mandatory if you are applying under the Out-of-Region Marketing stream.

Applications for the Out-Of-Region-Marketing stream MUST include a marketing and communications plan that outlines the following: Audience targeting, outreach tactics, ROI metrics and how you will measure and report these

[Good Example Marketing Plan \(1\).pdf](#)

Filename: Good Example Marketing Plan (1).pdf **Size:** 88.6 kB

BUDGET

What is your project budget?

(What you will spend regardless of whether or not your application is successful)

\$ 50,000

Amount Requested from CCT to top-up/enhance this project:

The maximum that can be requested is \$20,000 or equal to 50% of your project budget.

For example, if your total budget is \$25,000 the maximum you can request is \$12,500. Note that if approved you may not receive 100% of the requested budget but a portion.

\$ 20,000

Please attached your detailed budget(s). Please use the CCT budget template [HERE](#)

[Out-of-Region Marketing Good Example Budget v2.xlsx](#)

Filename: Out-of-Region Marketing Good Example Budget v2.xlsx **Size:** 26.4 kB

Will your project move forward without financial support from CCT?

Yes

If successful, which financial option will you choose?

Click [HERE](#) to review financial options outlined in the Partnership Overview. (Appendix I)

Financial Option 2

Besides additional financial support, what else would you want to gain from a partnership with CCT?

Note: services depend on CCT budgeting and resourcing

We want you to promote us as best you can prior and during the event. You already reach a large out-of-market audience which will help us achieve our goals.

CCT SUPPORT & RECOGNITION

As partners, what other support services would you look to CCT for?

Note: services depend on CCT budgeting and resourcing

Responses Selected:

1. Coaching
2. Amplification of your marketing activities through our website and social media
3. Share my press release to industry media outlets
4. Survey support to collect feedback and postal codes

Please list the ways you will recognize CCT as a partner in your project.

If you are unsure of the REACH, FREQUENCY and VALUE please leave it blank.

CCT Logo Usage must be approved by B2B Marketing Manager.

	Type of Recognition	Description of Recognition	Reach	Frequency	Estimated Value
	logo	placement on website	200,000	ongoing	\$500
	logo	placement on all collateral	250,000	once	\$1000
	name	onstage	100,000	nightly	\$500
	website	onstage	100,000	nightly	\$1500

Once you have completed both required tasks, 1) the Partnership Application and 2) the Tourism Ambassador Program Completion Form, you will also need to SUBMIT the application. Once submitted, you will receive a confirmation email (date & time-stamped) that the application has been received.

Should you encounter any difficulties with this final step, please reach out to your Industry Relations Manager.

YORK: Sara Sterling, ssterling@centralcounties.ca

DURHAM: Lisa John-Mackenzie, ljohn-mackenzie@centralcounties.ca

HEADWATERS: Sarah Gratta, sgratta@centralcounties.ca

2024 Chinese Lantern Festival Out-of-Region Marketing Plan

Introduction

The 2024 Chinese Lantern Festival will run every evening from Sept 1 – October 30. Our goal for out of region visitation is to introduce Chinese culture to non-Asians in a spectacular and non-intimidating fashion. As such, the target audiences for our out-of-region marketing campaign are families and couples aged 25-50 looking for a cultural experience.

Communication Highlights

- The spectacle of the lanterns themselves and the history of these type of festivals
- Extensive nightly entertainment – from dragon dancers to acrobats
- Workshops for families to engage in hands-on cultural activities
- Diverse and family-friendly food options available
- Public Transit partnership
- Overnight accommodations
- Group Discounts

Tactics – All targets at +40km from Festival Site

Online Marketing

Social Media Campaigns (Cost: \$8,000):

- Highlight family-friendly aspects of the festival.
- Showcase diverse cultural experiences and performances.
- Feature testimonials from non-Asian attendees from previous years.

Google Ads (Cost: \$8,000):

- Target keywords related to multicultural events, family festivals, and cultural experiences.

Influencer Marketing (Cost: \$6,000):

- Collaborate with influencers who align with the target audience.
- Encourage influencers to share their experience of the festival.

Email Marketing (Cost: \$1,000):

- Craft emails emphasizing the family-friendly and cultural aspects of the festival.
- Offer special family packages or discounts.

Offline Marketing

Local Partnerships (Cost: \$9,500 – Printing/Graphic Design)

- Partner with family-oriented businesses and community organizations.
- Distribute promotional materials at family-friendly locations.

Family-Oriented Events (Cost: \$3,000)

- Sponsor or organize events in family-friendly locations to promote the festival.

Radio Advertising (Cost: \$10,500)

- Craft radio ads focusing on the family-friendly and cultural aspects of the festival.

Engagement Strategies

Contests for Families (Cost: \$4,000)

- Run contests specifically for families with attractive prizes.
- Encourage sharing family stories related to cultural experiences.

Family Testimonials

- Collect and feature testimonials from non-Asian families who attended in the past.

Post-Event Coverage

- Highlight family experiences in post-event content.
- Share family testimonials on social media and in post-event communications.

Metrics

We will be tracking postal codes for all ticket sales. The goal is to drive 25,000 people from more than 40kms away with the successful implementation of the above tactics. Based on the TREIMs data, that will result in nearly \$2M in economic impact, \$625K of which will be from direct ticket sales. In terms of total economic impact, the region is receiving \$39.49 for every dollar spent on the out of market campaign.

The money from visitors is the metric that counts the most. The tactics are projected to reach over 2M people a minimum of three times throughout the campaign. Based on this we are projecting a very conservative conversion rate is just 1.25%.