

Annapolis Royal Collaborative Marketing Fund:

An initiative of the Marketing and Economic Development Committee

The Town of Annapolis Royal is pleased to announce the creation of the **Collaborative Marketing Fund**, designed to encourage local businesses to collaborate on marketing initiatives that will promote their goods and services within Nova Scotia and beyond.

The goal of this fund is not to market the businesses directly but to **incentivize businesses to market themselves through partnerships**, thereby leveraging the benefits of collective marketing efforts.

Objectives of the Fund

- **Promote Collaboration:** Foster a spirit of cooperation among local businesses to enhance marketing efforts and achieve greater success.
- **Leverage Economies of Scale:** Enable businesses to take advantage of group rates for advertising and other marketing expenditures.
- **Drive Economic Growth:** Support initiatives that drive sales, boost engagement, increase tourism, and contribute to the local economy of Annapolis Royal.

Application Periods

- **Summer Season:** Applications due by April 1st.
 - Funds released May 1st, subject to budget approval
- **Winter Season:** Applications due by September 1st.
 - Funds released October 1st

Eligibility Criteria

- **Location:** At least one business in the applying group must be located within the town limits of Annapolis Royal.
- **Partnership Requirement:** Applications must be submitted by groups of two or more businesses/partners. Partnerships with businesses outside the town limits are allowed provided the above stipulation is met.

- **Matching Funds:** The fund will match the investment proposed by applicants up to a maximum of \$500 per application per season, subject to available funding.

Eligible Projects

Applications can propose any marketing or business development initiative that will assist businesses in town to:

- Make sales
- Drive engagement
- Increase tourism
- Contribute to the local economy

Examples of Possible Eligible Projects

- Group advertising campaigns (print, online, radio, TV)
- Collaborative discount programs and coupon booklets
- Co-branded merchandise or packaging
- Joint participation in trade shows or expos
- Creation and distribution of marketing materials (brochures, flyers, posters)
- Digital marketing efforts (social media campaigns, website development, email marketing)
- Seasonal promotional events or festivals
- Training and development programs for staff on marketing strategies
- Cooperative travel packages combining multiple local businesses

Assessment Criteria

Due to the anticipated volume of applications, the town will assess applications based on the following criteria:

1. **Collaboration and Partnership:** The extent to which the proposal demonstrates genuine collaboration between businesses.
2. **Impact on Local Economy:** The potential for the project to drive sales, increase engagement, and attract tourism.

3. Innovation and Creativity: The uniqueness and originality of the marketing strategy proposed.
4. Feasibility and Sustainability: The likelihood of successful implementation and long-term sustainability of the initiative.
5. Matching Funds: The ability of the businesses to match the funding provided by the town.
6. Reach and Visibility: The potential reach and visibility of the marketing efforts within and beyond Nova Scotia.
7. Community Benefit: The degree to which the project will benefit the broader Annapolis Royal community.

Application Process

1. Prepare Your Proposal: Outline your marketing initiative, including objectives, strategies, expected outcomes, and budget.
2. Form Your Group: Ensure your group includes at least one business within the town limits of Annapolis Royal and at least one other partner.
3. Submit Your Application: Complete the application form and submit it by the relevant deadline.

Winning Proposals

1. Winning proposals will be expected to execute on their plan as submitted, making best efforts to spend allocated funds in the manner described.
2. Failure to execute will result in ineligibility to participate in future.
3. Winners will be expected to share the results to MEDC and Council. If this project is successful, MEDC will advocate for growing the program.
4. All content, programming, and deliverables arising from the winning projects should make every effort not to reflect poorly on the Town of Annapolis Royal.
5. Printed materials, advertising, and other media should include, where possible, the MEDC logo and “made possible with contributions from the Town of Annapolis Royal”.

For more information or to submit your application, please contact:

cao@annapolisroyal.com

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Collaboration and Partnership: The extent to which the proposal demonstrates genuine collaboration between businesses.	No collaboration.	2 businesses, one business in town.	3 or more businesses, one business in town.	2 businesses in town.	3 or more businesses, two businesses in town.	Three or more businesses in town.
Impact on Local Economy: The potential for the project to drive sales, increase engagement, and attract tourism.	No economic impact.	Minimal economic impact.	Acceptable economic impact.	Good economic impact.	Great economic impact.	Excellent economic impact.
Innovation and Creativity: The uniqueness and originality of the marketing strategy proposed.	None.	Some innovation and creativity.	Acceptable innovation and creativity.	Good innovation and creativity.	Great innovation and creativity.	Inspiring innovation and creativity.
Matching Funds: The ability of the businesses to match the funding provided by the town.	No matching funds.	Less than \$100 in matching funds.	Less than \$250 in matching funds.	Less than \$500 in matching funds.	\$500 in matching funds.	Over \$500 in matching funds.
Reach and Visibility: The potential reach and visibility of the marketing efforts within and beyond Nova Scotia.	No reach.	Reach only within town.	Reach in the local area.	Regional reach.	Provincial reach.	International reach.