

Embrace our rural routes event sponsorship: call for submissions

Tourism Oxford promotes the region through the Tour Oxford logo and tagline “Embrace our rural routes”. Tourism Oxford is looking to sponsor special open house events that encourage people to embrace our rural routes.

Event concept:

Three businesses within a 5-10 minute drive of each other will partner to organize, host and market open houses on the same day, as 1 big event (or a longer time period – e.g. season). All locations would be cross-promoting each other, making this a collaborative event. Tourism Oxford would sponsor this event by creating online content including a blog, social media video and digital advertisements. Tourism Oxford will also contribute up to \$300 towards this campaign, based on matching funds from event sites. Businesses that apply must meet the criteria outlined below

Who should apply – criteria:

1. Tourism or farm gate businesses.
2. Businesses must be within a 5-10 minute drive of each other.
3. Businesses that can demonstrate they are active on at least one social media channel.
4. Demonstrate a welcoming environment for visitors (signage, clean welcoming environment...)
5. Demonstrate the group has the resources (in house or external) to create an appealing poster for the event.
6. Group can confirm a financial commitment towards advertising.
7. Confirm all 3 sites will provide a prize for Tourism Oxford to use in promotion of the event.
8. Demonstrate businesses are willing to work together to organize and market this event. Tourism is simply providing sponsorship and digital advertising support to amplify your marketing efforts.
9. Preference will be given to first time applications.

What your event should include – criteria:

10. One day event with each location being open for the same hours. We are also open to longer campaigns (e.g. harvest season).
11. Have special activities at each location. Think tours, activities, demos, samples. Being open for retail is not enough of a draw.
12. Each site is aware of what is happening at other stops and promotes it.

Recommended Timelines (exception are early season events):

13. Submit your application by April 1st. Selected applicants will be contact by May 1st.
14. At least, 80 days prior to your event meet with Tourism Oxford to discuss sponsorship and digital advertising
15. 50 days prior to your event have a flyer for your event with a map & supplied sponsorship logo.
16. 60 days prior to your event submit the flyer and event details to tourism@oxfordcounty.ca

Selection Process: Applications will be reviewed based on the following scoring system:

- **40% Resources & Basic Criteria (items 1-8):** Applicants ability to market/implement event as a team, market readiness of sites to welcome visitors (signage, customer service, welcoming environment), and marketing & social media skills/resources.
- **50% - Destinations & Activities (items 9-15):** how does this activity fit within Tourism Oxford’s priorities (culinary, touring, green tourism), how unique/appealing are the destinations/activities to visitors, variety compared to past events, partner’s ability to provide a quality experience for visitors, ability to meet timeline requirements.

Questions Contact: Meredith Maywood at the County of Oxford (mmaywood@oxfordcounty.ca | 519-539-9800 x3354)

Application: Embrace our rural routes event sponsorship

Provide the names of the 3 businesses this application is being submitted for

Business Name	Contact Name	Email	Phone

Our group agrees to commit \$_____ towards advertising (*Tourism Oxford will match up to \$300 towards a digital marketing campaign for the event*).

What time of year would you like to offer this open house?

Please describe what this event would look like. What will be happening at the different sites that will excite and draw visitors to the location?

___ Yes, our group agrees to meet the criteria and timelines outlined (items 1 through 15).

Please use space below to elaborate.

Please email your completed application to tourism@oxfordcounty.ca by April 1..Tourism Oxford will contact the selected applicants by May 1. Thank you for your support in growing Tourism in Oxford County.