

BRANDED CONTENT PROPOSAL OR PAID SPONSORSHIP PROJECTS

THANK YOU for your interest in Nova Scotia! We are always interested in learning about opportunities to create awareness of Nova Scotia as a travel destination!

Tourism Nova Scotia is a Crown Corporation representing the Provincial Government and is responsible for the administration of the Travel Media Relations program, which is designed to assist with creating editorial opportunities to promote the unique products and experiences we have to offer. Most of our press trips are individual, self-drive and custom-designed itineraries to meet the needs and requirements of the media representative and/or outlets best suited to our **core markets**: Canada (primarily Ontario and Quebec residents), USA (primarily New England residents and gateway cities where we have direct air access – New York, Boston, Chicago, Philadelphia), UK, Germany and China. Please send as much detail as possible about your assignment/project, budgets, locations, audience demographics, etc as it relates to helping us reach our core markets.

Tourism Nova Scotia is a partner with Destination Canada in utilizing Explorer Quotient (EQ) profiles to help us target demographics most likely to visit Nova Scotia, specifically Cultural Explorers, Authentic Experiencers and Free Spirits. We review requests for financial assistance with those who are in a position to best help us attract visitors and align content to our targeted EQ profiles. Additional information on EQ can be found at <http://en.destinationcanada.com/resources-industry/explorer-quotient> .

Got a proposal for creating content about tourism experiences in Nova Scotia? Before sending us your proposal, please make sure that it includes all of the following information.

- **OBJECTIVE:** Tourism Nova Scotia's is a private sector-led provincial Crown corporation that exists to achieve tourism growth in the province and maximize the value of tourism to Nova Scotia's economy. Tourism Nova Scotia is focused on attracting non-resident overnight visitors to the province and increasing tourism revenues through experience and sector development, marketing and visitor servicing. Please explain your thinking behind how your proposal will help Tourism Nova Scotia in meeting our goals and objectives. What's the angle? How does the story you hope to tell match up with our objectives?
- **WHO ARE YOU & WHAT IS YOUR FIELD OF EXPERTISE?** Whether you're an individual, a group, an outlet, or a management company, please let us know a bit about yourself, your history and what your subject area of expertise is. If possible, please explain what specifically makes you an expert in your field.
- **DISTRIBUTION & AUDIENCE BREAKDOWN:** Provide us with a specific list of all of the channels where the content you propose to produce will appear (these could include personal websites/blogs, 3rd party websites/blogs, social media channels, or traditional media channels) and the verified audiences for each including a geographic breakdown (for owned websites, if possible please include your web/social analytics). Please also provide examples of how you engage your community/followers/audience.
- **OUTLINE OF THE PROJECT:** Please be sure to include names and roles of all proposed participants, proposed dates/timelines, deliverables, plans for long-term usage/redistribution of content and content usage permissions.

- **BUDGET / FACILITATION RESOURCES:** Provide a detailed breakdown of the proposed financial outlay for the project and specifics on what financial contributions / assistance you are requesting specifically from Tourism Nova Scotia. If you require Tourism Nova Scotia's assistance to facilitate itineraries, permits, special access to locations or individuals, please include that as well.
- **REPORTING:** Explain how you will track and report the results and performance of the content on the various distribution channels back to Tourism Nova Scotia.

While you're putting together your proposal, please keep in mind the following guidelines:

- **ELIGIBILITY GUIDELINES:** Audiences of less than 25,000 readers, viewers or followers are unlikely to be considered for support, however special considerations may be made for niche audiences that align with Nova Scotia's target markets and top tourism experiences.
- **IMPORTANT DELIVERABLES:** If you are a digital content provider, timeliness is an important aspect to consider. If you are not producing same-day coverage, distribution should happen within a short timeframe of the content being created.
 - Relevant social posts should tag #visitnovascotia
 - For blog posts or online articles, the inclusion of website links to www.novascotia.com or tourism partners' websites is requested.
 - Providing a selection of images (and captions) or video for Tourism Nova Scotia to share on our online platforms (Facebook, Instagram, websites, etc.) is a valuable bonus.
 - The content produced should accurately and authentically reflect the experiences and be told in the voice/style of the content producers.
 - It is appreciated when content producers engage with their audiences in the lead up to, during, and after the content is created.
 - Additional opportunities for distributing the content that arise after content has been produced may be negotiated separately.

CONTACT INFORMATION

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