

Proposal for consideration by Tourism Event & Partnership Assessment Group (TEPAG)

Tourism Tasmania supports marketing proposals to enhance collaboration between Tourism Tasmania and members of the Events and Festival communities, traditional and non-traditional partners. The key objective of Tourism Tasmania is to promote Tasmania as a premier travel destination and drive conversion to Tasmania. Any application for support must be aligned to Tourism Tasmania's strategic priorities and the Tasmanian Brand and will be subject to the availability of resources – human, physical and financial.

Proposals will be assessed by the Tourism Tasmania's Tourism Event and Partnership Assessment Group (TEPAG) made up of key representatives from across Tourism Tasmania's business units.

Please complete the following fields.

Approval for event and partner marketing activities will be determined based on a combination of some of the following criteria:

- Submission of a comprehensive proposal (as outlined below). This is to be submitted by the proponent or TEPAG representative.
- The proposal should assist Tourism Tasmania to position Tasmania as a premier travel destination and drive conversion to Tasmania. The proposal outcomes must be measurable in relation to key deliverables including conversion, partnership benefits, brand and market alignment and ability to integrate.
- Submission of examples of marketing materials from past promotions, programs, or events, or draft versions of a new program. If the event, promotion or program is a new venture, a decision will be based on the strength of the project's marketing plan.
- It is appropriate to provide links to websites or attach documents including marketing plans.
- Demonstration of how the event, destination or attraction will be marketed to promote tourism in or to Tasmania.
- The proposal should include a list of benefits. Submissions should also state the specific promotional opportunities that will be provided to Tourism Tasmania.
- Budget: the proposal should clearly state the total costs required to complete the project with details of income/expenditure, third party support and any request for Tourism Tasmania support – either financial or in-kind.

PROPOSAL TO TOURISM TASMANIA

For assessment by TEPAG

Step 1 - Overview

Date of application:

Name of organisation/producer:

Contact Person:

(name, address, position, email, contact number)

Title of Event/Festival/Project:

Date of Program (start and finish):

Sponsors (confirmed):

Details of any previous funding or relationship
from Tourism Tasmania (including Events Tasmania grants):

Step 2 – Detail the support which is being requested from Tourism Tasmania

*Include details of all items including any cross promotion activities, resources
(including staff), weblinks, logos etc*

2a) If the request is for monetary support please provide a budget including income,
expenditure, in-kind and third party contributions

*Please note the Tourism Tasmania contribution amount requested and what this
contribution pays for*

Step 3 – Executive Summary

Provide a brief on the project, background, program of activities and objective(s) and aims

Step 4 – Define the target market

Include target markets such as older affluent, international, women 30+, Hobart residents etc and whether you target intrastate, interstate or international visitors to Tasmania

Step 5 – Define the brand values of the event or project

Eg. Our brand values are warmth, innocence, excitement, originality, uniqueness

Step 6 – Define opportunities to promote Tasmania the destination

Eg. Access to third party partnership/sponsorships, databases, websites, key pre-event gatherings

Step 7 – Define promotional (including marketing and media) opportunities and benefits for Tourism Tasmania

Include Tourism Tasmania logo placement, promotion of Tasmania through media campaigns and marketing collateral (including digital)

Step 8 – Include examples of previous or current collateral

Include any brochures, flyers, programs etc

Step 9 – Define key milestones and timeline for the event or promotion

Include registration open and close dates, media launches etc

Step 10 – Define outcomes such as expected sales, website visits, event attendance and identify direct and indirect benefits to Tourism Tasmania

Include interstate visitor numbers directly associated with the event/promotion
