



PARTNERSHIP & COLLABORATION AWARD

This Award recognizes a partnered initiative (including a tourism experience, product, marketing campaign) that successfully attracts and encourages locals/visitors to experience the Hamilton Halton Brant region. Partnerships can include collaborations with private and/or public sector entities.

ELIGIBILITY CRITERIA

- The partnership and collaboration could include any combination of the following industry tourism businesses and stakeholders:
 - ✓ Tourism Business Operators
 - ✓ Destinations Marketing Organizations /Sector Associations (BIA, Chamber of Commerce)
 - ✓ Attractions
 - ✓ Museums/Galleries
 - ✓ Restaurants/Breweries/Cideries
 - ✓ Festivals and Events
 - ✓ Transportation/Accommodation providers
 - ✓ Government: municipalities, provincial, federal
- Each participating “tourism industry stakeholder” recognized must be located and/or operating in the geographic regions of Hamilton, Halton, Brant, Six Nations of the Grand River Territory and/or The Mississauga Credit First Nation
- Each partner must have contributed to the initiative financially and/or in-kind
- Nomination must be for tourism products/experiences that took place **January 2021 – December 2021**
- Specific Initiatives/Projects that were funded by or partnered with HHBRTA in 2021 are not eligible for the program

NOTE: Self-nomination and nomination of a third party is permitted. *Should the nomination be selected as a finalist, all parties involved (if applicable) will be recognized.*

HOW TO APPLY

All submissions should be between 2 - 5 pages in length. Supporting materials attached to the submission are allowed and are not included in the page limit stated above.

The submission deadline is **January 28th, 2022**. Submit your nomination by emailing your submission to:
info@theheartofontario.com

*Please note: Only electronic submissions to the email above will be accepted.

If you have any questions regarding the application process, please contact the Industry Relations Officer; Angelica Smith:
Phone: 905 297 0190 ex 105 Email: angelica.smith@theheartofontario.com

YOUR SUBMISSION

Nominations must demonstrate how the product, offering or activity positively impacted and/or increased visitation to your business.

- Your submission must answer the following:
 1. Describe the initiative being nominated and identify the key individuals in each partnering organization.
 2. List the objectives of the partnership, who was the target audience(s) and overall budget.
 3. Describe the roles/contribution of each partner.
 4. Clearly describe the effectiveness of the initiative providing measurable outcomes and results for consideration: This may include number of visitors, number of offers sold, revenue generated overall, continuance initiative, legacy.