This award category applies to any partnership that combines two or more stakeholders who come together to jointly promote tourism in Ontario through a marketing activity. The partnership could include tourism operators, destinations, attractions and tourism products, festival and events, transportation providers, media outlets and non-traditional (not primary tourism) partners. Each partner must have contributed to the initiative financially or in-kind. The partnership must also not represent a traditional membership-based partnership.

Should the nomination be selected as a finalist, both organizations (if applicable) would be recognized i.e. the advertising agency and the client.

**How to Apply**

The submission deadline is June 1st, 2020. Submit your nomination using the following link: [https://forms.gle/bD7E7SBJHTav7V99A](https://forms.gle/bD7E7SBJHTav7V99A)

*Please note: Only electronic submissions using the link above will be accepted.*

**Criteria**

- Nominations must show how the campaign or activity positively impacted and/or increased tourism, or raised the profile of tourism in Ontario.
- Your submission must answer the following:
  a) Briefly describe the partners involved, and what made the partnership unique and effective.
  b) List the objectives of the partnership.
  c) Describe the roles/contribution of each partner.
  d) Who was the target audience?
  e) What was the budget for this initiative?
  f) Clearly describe the effectiveness of this initiative via measurable outcomes and results.

**Eligibility**

1. Nominations are open to all organizations in the tourism and hospitality industry operating in Ontario, such as tourism and hospitality suppliers, RTOs, DMOs, municipalities, regions, sector associations, tour operators, attractions, festivals and events, transportation providers and advertising agencies.
2. There should be an identified person or persons with whom to associate the successful idea/operation/product (owner, operator, employee, committee chair, etc.)
3. Nomination must be for activities that took place between January 2019 and December 2019.

*NOTE: Self-nomination and nomination of a third party are permitted.*