

Community Marketing Activity Form

The BC Transit structure encourages each partner to actively promote local transit.

A small amount of funding is available through your annual operating agreement (marketing budget line) for your local activities.

Following is a summary of responsibilities and requirements.

- BC Transit**
- **Community funding** – provide transit marketing funds upon receipt of the Community Marketing Campaign Funding application. Funds will be available upon completion of your community activities.
 - **Templates** – provide generic templates design based on the annual corporate campaign (e.g. Go Green) or general branding. Templates will include interior bus cards, print ads and posters to add your local event information.
 - **Advice and support** – help you develop your events.
 - **Promotional materials** – provide annual promotional materials each January for communities to order.
 - **Logo placement** – approve logo placement on all materials (print, web, video).

- Local government partners**
- **Budget** – administer community marketing activities budget and submit quarterly invoices of expenses to BC Transit-marketing.
 - **Media** – manage paid or sponsored radio and newspaper ads of the community activities.
 - **Social media** – manage local twitter, facebook and customer alert webpage.
 - **Sponsors** – seek partners and sponsors for local events and activities.
 - **Partnership Identification** – include the local government and BC Transit partnership logos on all material.
 - **Evaluation** – provide a brief final report and evaluation on your annual success and challenges.
 - **Recognition** – send PDF copies of all materials and any photos with signed release forms to BC Transit-marketing for possible inclusion on the BC Transit newsletter and Marketing Resource Centre web page.

Questions? Contact your Regional Transit Manager or email marketing@bctransit.com

Please submit the completed application to BC Transit by **March 1**.
Budget resources will be allocated for fiscal budget year April 1 to March 31.

Contact

Main contact person responsible for planning and delivery.

Name: _____

Company: _____

Address: _____

Courier (if different): _____

Telephone: _____ Fax: _____

Email: _____

**1. Activity
Summary**

Provide a description of proposed activities planned, as well as any materials you plan to develop (e.g. brochures, fact sheets, t-shirts etc.)

Include dates, places, times and expected audience (families, youth, mixed, etc.) of planned events.



2. Contributing Partners

List all potential and confirmed community partners for who will be providing funding, staff time, or other in-kind contributions.

3. Budget

Provide a proposed budget for each activity. You are eligible for cost-sharing up to 5% of your AOA marketing budget (e.g., Earth Day, Customer Appreciation). *Include expenses for promotional materials that you develop yourself (brochures, posters, buttons, t-shirts etc.), and activities (rental of tables and tents). Include anticipated in-kind contributions.*

4. Other

List any other information that you feel is pertinent to support your application.

Your confirmed community budget will be allocated as direct costs against your annual operating agreement base budget.

