



Market Travel Request Guidelines 2023-2024

SaskInteractive is looking for **market travel initiatives** that we can sponsor through our Programs Agreement with Creative Saskatchewan.

Here are some eligible market travel examples and outcomes that you should consider including in your submission for a successful sponsorship request (please note these are not requirements, but a starting place for your request):

- Will your request support the Interactive Digital Media (IDM) industry?
- Is the primary purpose of your travel to promote a project/product for commercial intent?
- Will your request foster networking among other creative industries?
- Will your request bring back new knowledge to Saskatchewan that can be used for future projects/products?

Request Examples

Here are some examples of possible eligible expenses when requesting a sponsorship:

- Travel expenses (airfare, hotel, mileage, etc.) to attend an event
- Convention booth rentals and attendance tickets to promote a company, product, project, etc.
- Per diem for daily expenses related to the time spent away at the event
- Marketing materials for your business or product

Request Details

When making your request please provide:

- a detailed budget breakdown of the travel expenses and costs related to attending the event
- an explanation of how this event will help to promote the commercial viability of your business/project/product/Saskatchewan IDM
- other sponsorship request details (ie: location, event dates, event you are attending, etc)

SaskInteractive Programs sponsorship will be available up to **March 31, 2024**.

Other Partnerships

If your market travel sponsorship request has other partnerships (ie: corporate sponsors, other industry associations, etc), please note these partnerships and the amount of sponsorship you have received or that you have applied for already.

Approval

Submissions will be collected on or before the 15th of each month and be passed onto to the Programs Committee for review. Submissions must be submitted in advance of your event by 4 weeks prior to the event date - sponsorship cannot be guaranteed to be granted to applications on short notice.

If your application requires additional information from the Programs Committee you will be informed in writing via email during this period.

Once your request has been approved for SaskInteractive sponsorship, you will be notified in writing.

Sponsorship requests can be awarded up to \$10,000.

Reporting

Once the event is completed, please provide SaskInteractive with a final event report (within 7-days) outlining your success (ie: number of attendees, documentation, survey/feedback, etc).

In agreement with accepting a sponsorship from SaskInteractive, you may also be asked to provide a short blog, interview, or other medium to communicate and share your successes and knowledge gained with the SaskInteractive community.

Submission

Please submit your request as a PDF to:

info@saskinteractive.com