



Marketing Services
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Travel Manitoba Donation Request Policy

Travel Manitoba is a Crown corporation dedicated to leading and stimulating sustainable growth in Manitoba's \$1.5 billion tourism industry. The agency is responsible for tourism marketing, visitor information services, product development, tourism research and providing information to the public.

As a Crown corporation that promotes Manitoba as a desirable tourism destination, we provide support through promotional materials to organizations that are aligned with our mission, including members of the tourism industry, non-tourism industry businesses and Government departments involved in out-of-province events. Travel Manitoba does not provide cash donations.

Travel Manitoba does not provide donations to:

- Golf tournaments
- Charity and/or Non-profit fundraisers
- Visiting friends and relatives
- Wedding socials and/or family reunions
- National fundraising

Qualifying Criteria:

Tourism industry businesses will be given preferential status in the issuance of promotional items in recognition of their role in promoting Manitoba and in driving tourism growth. Donations of promotional items will be considered in cases where:

- The Requestor is involved in or **associated with the tourism industry**, as defined above.
- There is **inherent promotional value** to the province and/or Travel Manitoba in supporting the request.
- In all cases, the value of the donation package should be relative to the size of the event, and the extent to which the event demonstrates one of the above criteria.

Most donation requests, if accepted, will be fulfilled with a predetermined Gift Package.

Requests that meet our qualifying criteria but which exceed a value of \$150.00 will be considered, but items will be invoiced at cost, less 25%.

All requests must be submitted in writing. Submit your written donation request by fax or mail to Distribution Supervisor, Lyall Wilson, a minimum of 6 weeks prior to your event.

- Full name of the organization/event, address, daytime telephone and fax numbers, and a contact name.
- A brief history of the organization/event and its purpose, along with the significance of its work, the member benefits and the geographic area it serves.
- Description of the specific event or program, including event date.
- Description of how the funds raised will be used.
- If the donation is to be used at an event, include the expected number of attendees and the target audience.
- Specify what type of donation you require from Travel Manitoba (i.e. gift or prize).
- Recognition that Travel Manitoba will receive as a result of this support.

Requests are normally approved or declined within 10 business days. If the request is approved, you will be notified by telephone to arrange for pick-up. Travel Manitoba will not ship or courier the donation. If the request is declined, you will be notified by e-mail, letter or telephone.

Due to the tremendous number of requests received we unfortunately cannot participate in every opportunity, but we thank you for thinking of Travel Manitoba.

Lyll Wilson
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