



Almaguin Marketing Partnership Program

Guidelines, Terms, and Conditions

1.0 Program Guidelines

1.1 Program Overview

The Almaguin Marketing Partnership Program (AMP) is a promotional partnership program that supports joint efforts between Almaguin Community Economic Development (ACED) and eligible partners that promote tourism, lifestyle, and investment opportunities and initiatives within the Almaguin Region. The AMP fund will enable municipalities and other eligible partners to enhance their individual promotional efforts, marketing asset development, and campaign creation while creating regional unity through incorporating the Almaguin Brand.

The program will be administered by the Director of Economic Development (hereinafter referred to as the Administrator) on behalf of ACED and its partners. The AMP Program will be made accessible through the submission of the AMP Program application (See Appendix A), which will be received on a continual intake basis until the funds are exhausted.

Total AMP Program Funds: \$40 000
Intake Status: OPEN
Program Timeline: Applications will be reviewed on a case-by-case basis, allotting funds until they are depleted.

1.2 Funding Details

AMP Partnership Funds will be provided up to \$2000 per partnership project at a maximum contribution rate of 75% of eligible project expenses. Exceptions to these limits may be reviewed on a case-by-case basis with the program administrator.

Stacking: AMP Funds may be combined with other regional, provincial, or federal funds where the project costs align with the AMP Eligibility criteria. Ex. RTO marketing partnerships or others pending approval from the Administrator.

1.3 Eligible Partners

The AMP Program is available to eligible partners whose physical address is located within Almaguin (further defined as the East Parry Sound District). Additionally, not-for-profit organizations and support agencies that provide services to clients and organizations in Almaguin are considered eligible AMP Partners. Eligible AMP Program partners include:

- Municipalities
- Not-for-profit organizations operating within Almaguin
- Support agencies providing services to Almaguin
- Almaguin Brand Ambassador businesses (See 2.7)



1.4 Eligible Project Activities

The following are a list of activities that would be eligible for AMP support:

- Design fees associated with signage projects (manufacturing costs excluded).
- Development of print publications such as community profiles, investment attraction literature, tourism publications, etc.
- Creation of digital assets such as videos and photography.
- Creation of digital content such as blogs or articles.
- Municipal website enhancement (to support the integration of regional resources, tools, imagery, and logos).
- Social media campaigns intended for regional, provincial, and/or federal audiences.

1.5 Ineligible Project Activities

The following activities are ineligible for AMP Support:

- Manufacturing costs associated with signage projects.
- Development or distribution of branded promotional products / giveaway items.
- Wages or internal costs incurred by the AMP Program recipient, or their staff, for any project activities.

2.0 Terms and Conditions

2.1 General AMP Conditions

- All approved projects must incorporate the Almaguin brand in a way that conforms to the brand use guidelines set out in the Almaguin Brand Book.
- The Administrator and/or the Regional Brand Coordinator (RBC) shall have the final approval on the use and placement of Almaguin brand elements on all approved projects.
- Logos from AMP Project Partners (FedNor and the Ontario Ministry of Agriculture, Food, and Rural Affairs) must be included on approved projects. The Administrator and/or the RBC will provide direction on the placement and inclusion of these logos.
- AMP Program Recipients are required to procure third party services (such as videography, photography, design, copywriting, etc.) in an ethical and transparent manner from a qualified service provider(s). Recipients are not permitted to procure services from direct family members, friends or any other party that would result in a perceived or actual pecuniary conflict of interest.
- The AMP Application must be approved prior to incurring project/activity related costs. Any costs incurred prior to the notice of approval will not be eligible for reimbursement.



2.2 Funding Administration

The Township of Armour (Armour), as the administrating municipality for ACED, will serve as the administrator for all financial matters associated with the delivery of the AMP Program Funds. All claims will be subject to review and approval by the Administrator.

- All invoices and/or expenses must be billed to, and paid for by, Armour.
- Armour will invoice project partners according to the contribution amount set out in the approved partnership application.

2.4 Termination

The Administrator reserves the right to terminate any project or activity that:

- in any way negatively impacts the promotion, image, or reputation of the Almaguin Region.
- Fails to comply, either in whole or in part, with any clause listed in this agreement.

The Recipient may choose to terminate their participation in the AMP Program provided that written notice is issued to the Administrator.

Termination by the Administrator or the Recipient will result in the immediate discontinuation of partnership funds or outstanding reimbursements (excluding reimbursements that have been approved or processed).

2.5 Photo Release / Consent

It is the responsibility of the Recipient to ensure that photo release / consent forms are completed and retained for all subjects, models, or other persons captured in photography or videography projects. Copies of this completed consent forms may be required by ACED staff. See appendix B for a sample release form.

2.6 Ownership of Digital Assets

For projects that result in the creation of digital content, the content produced belongs to the AMP Recipient. ACED reserve the right to obtain and keep copies of assets that could hold value for future departmental uses. The table below illustrates several (but not all) cases where assets may be held:

Asset Type	Possible Use
Photos	May be kept and included in the regional Flickr photography stock database
Videos	Raw / unedited footage may be kept for use in future promotional videos, promotional campaigns, etc.
Blog posts / Articles	Copies may be kept for archive purposes, or for future edits, updates and collaborative re-releases where the owner approves.

2.7 Brand Ambassadors Businesses

Businesses who have registered to be brand ambassador are eligible to participate in the AMP Program. To learn more about becoming an Almaguin Ambassador, please contact an ACED Staff member.



2.8 Responsibility for Damages

The Recipient will indemnify and save harmless the Township of Armour against all claims, demands, loss, cost, damages, actions, suits, or other proceedings by whomsoever made, brought, or executed by, or attributed to any such damages, injury, or infringement because of activities under this program.

2.9 Regulation, Compliance and Legislation

The Recipient will ensure all services and products provided in respect to this proposal are in accordance with, and under authorization of all applicable authorities, municipal, provincial and/or federal legislation.



Appendix A - Almaguin Marketing Partnership Application

Section 1: Applicant Information			
Name:		Application Date:	
Email:		Amount Requested:	\$
Phone:			
Address:			
Section 2: Project Details (Please attach any other relevant information to application)			
Section 3: Agreement Terms			
<p>By entering this agreement with the Township of Armour, the Partner confirms that all information provided in the application is accurate and complete. Costs associated with AMP projects must be invoiced directly to Armour Township from vendors and/or service providers.</p> <p>Applicants are required to meet the terms identified above. Should the Applicant not be able to meet these terms for any reason, they are required to communicate any identified barriers to ACED. Should the project be unable to be completed as outlined in Section 2: Project Details, the Applicant may be required to remit any unused portions of the funding to The Township of Armour.</p>			
Applicant Name:		Date (DD/MM/YY):	
Applicant Signature:	_____		
<i>Internal Use Only</i>			
Project Approved by:		Dave Gray, Director of Economic Development Almaguin Community Economic Development	
Agreement Start Date:			
Funds Approved	\$		



Appendix B - Sample Photography and videography Release Form

Please note that this sample may not capture all liability concerns pertaining to the collection of content that includes individuals, personal property or other sensitive information. Additional information may need to be collected based on the nature of the content.

I, _____, hereby grant permission to Almaguin Community Economic Development, and public sector partners, the rights of my image(s), in video or still, and of the likeness and sound of my voice as recorded on audio or video tape without payment or any other consideration. I understand that my image(s) may be edited, copied, exhibited, published, or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse settings within an unrestricted geographic area.

Photographic, audio or video recordings may be used for public sector marketing purposes which may include but is not limited to: Presentations, Courses, Online/Internet Videos, Media, News (Press). By signing this release, I understand this permission signifies that photographic or video recordings of me may be electronically displayed via the Internet or in the public educational setting.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed. I acknowledge that I will not be consulted prior to the use of the images on a per-use basis.

By signing this release, I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release all claims against any person or organization utilizing this material for regional promotional purposes.

PHOTO / VIDEO Participant Information		
Full Name:		
Address:		
Street:	City:	Postal Code:
Email Address:		
Signature: _____		Date: _____
If this release is obtained from a presenter, or includes persons, under the age of 19, then the signature of that presenter's parent or legal guardian is also required.		
Parent / Guardian Name*	Print _____	Signature: _____

** I certify that I am the parent or legal guardian of the individual noted above.*