

Things to Do Campaign FAQs

General Overview

What is the Things to Do Campaign?

The Things to Do campaign is a co-op marketing initiative designed to promote activities, attractions, dining, festivals, and events in Calgary. It helps partners increase visibility, drive traffic, and attract visitors through targeted digital advertising and curated placements on visitcalgary.com and other Tourism Calgary social platforms. The campaign targets local and regional (8hr drive radius) audiences.

Who can participate?

To be eligible to participate, you must be:

1. A Tourism Calgary partner;
2. Aligned with the campaign's focus on activities, attractions, dining, festivals, or events in the city and be a tourism driver or trip enhancer.

We prioritize experiences that inspire exploration and extend visitor stays.

What placements are available?

The campaign offers a variety of placements including:

- Sponsored content on high traffic articles
Multiple placements and tiers available per month
- Dedicated articles
1 x placement available per month
- Short form videos
1 x placement available per month
- Facebook contests
1 x placement available per month
- Instagram stories
1 x placement available per month

- Boosted Facebook posts
1 x placement available per month
- Newsletter features
2 x placements available per month, 1 in regional and 1 in local
- Featured event listings
3 x placements available per month

Our marketing team would be happy to discuss which placement(s) would be a good fit based on your business, objective, and budget.

How long do placements run for?

Placements run for 30 days, typically from the 1st of each month, but can vary depending on placement type (i.e. contests and IG stories run for 7 days; event listings can start the month prior to ensure 30 days of coverage leading up to event date, etc.).

Can I opt in to more than one placement type?

Yes, depending on availability, partners can opt in to more than one placement per month. We monitor opt-ins closely to ensure equitable opportunities for all partners. Opt-ins are also reviewed to ensure alignment with the Things to Do campaign audience, purpose, and objectives.

When are placements open for partner opt-ins?

The campaign is divided into three waves:

- Wave 1: April, May, June
- Wave 2: July, August, September
- Wave 3: October, November, December

You can opt in to one or multiple months in a wave, depending on your budget and objectives.

- Wave 1 opens for opt-ins on **Wednesday, March 4**
- Wave 2 opens for opt-ins on **Wednesday, May 6**
- Wave 3 opens for partner opt-ins on **Thursday, August 12**

Participation

How do I sign up?

Once a Wave has opened for opt-ins, review the [Placement Tracker](#) to see which placements are currently available (we do our best to keep this updated in real time).

Complete the online opt-in form for each Wave to secure your desired placements. A link to the opt-in form will be provided via email and on the [campaign landing page](#).

Placements are secured on a first-come, first-served basis and do fill up quickly, especially in Wave 2 (summer). Remember to save the opt-in dates in your calendar and make sure Tourism Calgary is on your Safe Sender list so our reminders don't end up in your junk box.

What information do I need to provide to opt in?

You'll need to share your organization's contact details, select your preferred placements, and provide some initial context around what you'd like to achieve with these placements. You do not need to provide full assets at this point; assets will be requested separately.

Asset Creation

What assets do I need to provide?

It varies depending on the placement, but generally we ask partners for:

- Key messages
- High-resolution, text-free, logo-free images (min 1920px wide)
- CTA and destination URL

About a month and a half prior to the campaign launching, the campaign coordinator will reach out via email with asset request forms for partners to complete for each placement. Partners typically have two weeks to provide all requested assets.

What are the creative guidelines?

Key messages provided by partners will be crafted into promotional copy by our content team to adhere to Tourism Calgary's brand and tone of voice. Final promotional copy will be shared with partners for final review and sign-off or minor adjustments.

Images provided should be **high-resolution** (min. 1920px wide) and **free of any logos, text, or graphic treatments**.

All paid advertising creative and ad copy is developed by Tourism Calgary's creative agency to align with our brand and tone of voice.

Timelines

What are the key deadlines?

Each monthly flight of the Things to Do campaign has specific deadlines for opt-in, asset submission, and approvals. Detailed timelines can be found in the Production Timeline document on the [campaign landing page](#).

When will placements go live?

Placements typically go live on the 1st of each month. *The exception would be boosted social placements which have week-long runs within a given month.*

Results and Reporting

How do I know if my placements were successful?

We provide detailed reports on how the overall campaign performed and specifically on how your placement performed through performance metrics, including impressions, clicks and engagement rates.

Will I receive a copy of my campaign results?

Yes, reports will be emailed to you shortly after the end of each campaign month.

Cost and payment

How much does it cost to participate?

Pricing is tiered based on placement type and ranges from \$250 to \$5,000. Please see the [Placement Tracker](#) for full pricing breakdown.

How are partner dollars used?

100% of the dollars invested by partners go toward the paid distribution of your content/placements. Tourism Calgary covers all costs related to production, creative development, media buys, and agency fees. For example, if you opt in to a short form video placement, your \$5,000 investment goes fully towards media & paid distribution of your videos through social platforms. Tourism Calgary covers the costs of the content creator, ad copy, and media buys.

For sponsored content placements specifically, we operate on a pooled participation model, so the more partners who buy-in to this placement within a specific month, the more dollars will be pooled together and put towards the paid distribution of the article, which helps promote reach and awareness of your businesses. Tourism Calgary also contributes an additional ~\$1,900 to the paid distribution budget for each article.

When and how do I pay?

Invoices will be sent out at the end of each campaign month. Payment can be made via EFT, credit card, or cheque. E-transfer is not accepted at this time.

Support and Troubleshooting

Who do I contact with questions?

Your primary contact for the campaign is [Meghan Chapman](#), Tourism Calgary Marketing Coordinator. Please reach out to Meghan for any questions related to the campaign or your placements.

What if I miss a deadline?

Missed deadlines may result in a delayed live date for your placement. Please communicate any delays as soon as possible.

Can I change my placements after opting in?

Changes are possible up until the opt-in deadline. After that, placements are final. We do recognize that things can change for partners, so if you need to opt out of a placement for any reason, please reach out as soon as possible.

Any questions we missed? Send us an [email](#) and we'd be happy to assist!