



Skal Canada Membership Coop Fund

Funds available for:

100 % of any promotion/ material costs up to \$200

Or

50/50 up to \$500 to support a membership drive event/ sponsorship etc.

How to Apply:

Request for funds can be made via the Executive Director of Skal Canada, include event details, number of attendees and total costs. Funds will be approved by the Skal Canada Executive.

Example of Funded Events:

Tourism industry of Nova Scotia (TIANS) – Skal Halifax purchased booth space at opening reception for \$500 and coop fund paid half. The booth gave them exposure to 250 tourism and travel professionals and resulted in 5 new members.

Ontario Motor Coach Association (OMCA) – Skal Canada funded 50% of cost and the other 50% was shared by Skal Montreal, Quebec, Halifax, Toronto, Hamilton and London. Funds purchased booth space to promote Skal. Over 50 leads generated and 2 members joined on the spot.

Tourism Industry Association of New Brunswick (TIANB) – Participated in this event for the past two years. One year was a \$1000 pre reception (\$500 Skal Canada Coop) that include a branded drink ticket. This allowed Skal to be top of mind throughout conference. The year before they did a booth and reception for a total cost of \$1000 and found the one on one networking to be very effective. There are a number of leads currently being followed up on.