



# TSW Partner Spotlight Ad Program

**A Co-operative Meta Advertising  
Campaign for:**  
Trail Town Friendly Businesses  
Taste of the TSW Participants

## Platform

Meta (Facebook & Instagram)

## Funded By

RT08 — 100% Creative & Media

## Objective

Drive Traffic to Partner Websites

  
Kawartha  
NORTHUMBERLAND

  
RT08  
Regional Tourism  
Organization 8



# 1. Program Overview

The TSW Partner Spotlight Ad Program is a co-operative digital advertising initiative funded entirely by RTO8 (Kawartha's Northumberland) on behalf of two key partner programs: the Trent-Severn Trail Town Friendly Businesses and the Taste of the TSW culinary program.

Unlike cost-share models, RTO8 covers 100% of both ad creative production and paid media spend. In return, partners commit to a set of eligibility criteria and preparatory tasks to ensure campaign quality, mutual accountability, and the best possible return on the regional investment.

## 1.1 Program Goals

- Deepen the value and engagement RTO8 delivers to tourism partners along the Trent-Severn Waterway.
- Drive qualified, intent-based website traffic directly to individual partner businesses.
- Raise the profile of the Trail Town Friendly Businesses network and Taste of the TSW program among Ontario travellers.
- Strengthen the overall Kawartha's Northumberland destination brand through a network of co-ordinated, professionally produced partner ads.
- Build a repeatable, scalable campaign model that can grow year over year.

## 1.2 Who Is Eligible

This program is open to two distinct partner groups, running as coordinated campaigns:

Trail Town Friendly Businesses	Taste of the TSW Participants
<p>Businesses listed in the TSW Trail Towns directory across the 10 Trail Town communities: Bobcaygeon, Buckhorn, Campbellford, Coboconk, Fenelon Falls, Hastings, Lakefield, Lindsay, Peterborough, and Rosedale.</p> <p><i>Focus: Outdoor experience, hospitality, retail, accommodation, and local attractions.</i></p>	<p>Bakeries, breweries, restaurants, cafes, and food producers actively participating in the Taste of the TSW program for the current season with a designated Taste of the TSW menu item and are located within a TSTT or along the TSW</p> <p><i>Focus: Food, beverage, and culinary tourism along the waterway.</i></p>

## 2. Partner Eligibility Criteria

To be selected for the program, a business must satisfy ALL of the following criteria at the time of application. RTO8 reserves the right to verify criteria and decline applications that do not meet the standard.

### 2.1 Mandatory Eligibility Requirements

#	Criterion	Standard Required
01	Active Program Membership	Must be a listed Trail Town Friendly Business on tswtrailtowns.ca OR a confirmed Taste of the TSW participant for the current season. Membership must be in good standing with no outstanding issues.
02	Operational During Campaign Flight	Business must be open and actively serving customers during the full scheduled campaign flight period. Seasonal closures during the flight window are disqualifying.
03	Functioning, Up-to-Date Website	<i>Must have an active website with accurate hours, current offerings, and working contact/booking functionality. The landing page to which ads drive traffic must be live and functional. A Facebook page alone does not qualify.</i>
04	<i>Active Meta Business Presence</i>	<i>Must have a published Facebook Business Page and/or Instagram Business account that is active (posted within the past 90 days). This is required for Meta ad attribution and social proof.</i>
05	<i>Taste of the TSW Item</i>	<i>Taste of the TSW participants must have their designated TSW-inspired menu item or product available for sale during the full campaign flight period and are located within a Trail Town or along the TSW</i>
06	<i>No Active Conflicts or Violations</i>	<i>Business must not be under any active complaint, suspension, or reputational flag with RTO8, the Trail Towns program, or any relevant licensing authority.</i>



### 3. Partner Tasks & Responsibilities

This is a co-operative program, not a free ride. Acceptance into the program requires partners to complete a defined set of tasks before and during the campaign. These tasks protect creative quality, ensure legal compliance, and create the conditions for measurable success.

**Important:** Failure to complete required tasks within the stated deadlines will result in the business being removed from the current campaign cycle. Spots will not be held.

#### 3.1 Pre-Campaign Tasks (Required Before Creative Production)

1. Complete the Partner Intake Form — Submit your business name, approved website URL, preferred landing page (specific page, not just homepage), and a brief description of what you want to highlight in the ad (special offerings, signature items, experience, etc.).
2. Submit Photo Assets — Provide a minimum of 3 high-resolution images (at least 1080px wide, landscape and/or square orientation) that RTO8 has permission to use in paid ads.
3. Provide a Signed Participation Agreement — A one-page document confirming your participation, photo usage rights, RTO8's right to run paid ads on your behalf, and your commitment to the program requirements.
4. Confirm & Update Your Landing Page — Review the webpage that ad traffic will be directed to and confirm it is accurate, functional, and presents your business at its best. If the page needs updates, make them before creative begins.
5. Provide Ad Copy Input — Complete the short creative brief section of the Intake Form. This includes: your key selling message (one sentence), any phrases or claims you do NOT want used, and whether you have a seasonal offer or call-to-action to feature.

#### 3.2 During-Campaign Tasks (Active Responsibilities)

6. Review and Approve Ad Creative — RTO8 will submit a draft ad for your approval before launch. You have 5 business days to review and provide written approval or feedback. Non-response within 5 days will be treated as approval. Substantive change requests after this window cannot be guaranteed.
7. Maintain Your Landing Page — Keep your website landing page live, accurate, and functional for the entire campaign duration. Notify RTO8 immediately if your hours, offerings, or operating status changes significantly.
8. Share at Least One Organic Social Post — During the campaign flight, publish at least one post on your Facebook or Instagram page acknowledging your participation. Use the campaign hashtags: #TasteOfTheTSW and/or #TSWTrailTowns and #KawarthasNorthumberland.
9. Display Program Signage (if not already) — Ensure your Trail Town Friendly Business or Taste of the TSW window sign or branding is displayed visibly in your business during the campaign period.

#### 3.3 Post-Campaign Tasks (Completion Requirements)

10. Complete the Post-Campaign Partner Survey — A brief 5-question survey about your experience with the program and any anecdotal results you observed (new inquiries, foot traffic comments from customers, etc.). Due within 2 weeks of campaign end.
11. Share Social Engagement Data (Optional but encouraged) — If you noticed a meaningful spike in social engagement or website visits during the campaign period, share that context with RTO8. This helps build the case for program continuation and growth.

## 4. What RTO8 Delivers

In exchange for partner participation and task completion, RTO8 provides the following at no cost to the partner:

Deliverable	Description
<i>Ad Creative Production</i>	Professional ad creative in Meta-optimized formats: static image(s) and/or carousel, sized for both Facebook and Instagram placements. Creative is developed from partner-supplied and/or KN library assets with RTO8 brand alignment.
<i>Paid Media Spend</i>	100% of ad spend funded by RTO8. Minimum media commitment per partner TBD based on cohort size (target range: \$500-\$1,500 per partner per flight).
<i>Audience Targeting</i>	RTO8's digital team builds and manages the audience targeting: Ontario-based travellers with demonstrated interest in culinary tourism, outdoor recreation, waterway/boating experiences, and weekend getaways.
<i>Campaign Management</i>	RTO8 manages the full Meta Ads Manager campaign setup, monitoring, optimization, and troubleshooting for the duration of the flight.
<i>Performance Report</i>	Each partner receives an individual post-campaign report showing: impressions, reach, link clicks, click-through rate (CTR), and cost-per-click. Report delivered within 3 weeks of campaign end.
<i>Program Recognition</i>	Partners are recognized as TSW Partner Spotlight participants on the Trail Towns and/or Kawartha's Northumberland website and in program communications for the season.

## 5. Campaign Structure & Execution Plan

### 5.1 Ad Format & Placements

All ads will run on Meta (Facebook and Instagram) and will be optimized for the Traffic objective of driving users directly to the partner’s website. Placements include Feed, Stories, and Reels where the creative format supports it.

Format	Best For	Availability
<i>Single Image Ad</i>	Clean, high-quality food or place photography	All partners
<i>Carousel Ad</i>	Partners with multiple offerings, rooms, dishes, or trail stops to showcase	Partners with 3+ strong images
<i>Short Video / Reel</i>	Dynamic experiences — brewing, cooking, paddling, waterway vistas	<i>Partners who can supply or approve video content</i>

### 5.2 Audience Targeting Strategy

RTO8 will build Meta custom audiences targeting Ontario residents within a 3-hour drive market (primarily GTA, Ottawa, and Hamilton-Niagara corridors) who exhibit travel intent signals including:

- Interest in food tourism, craft beer, and local dining experiences.
- Interest in boating, canoeing, kayaking, and waterway recreation.
- Weekend getaway and cottage country travel behaviour.
- Engagement with Ontario tourism content and similar regional destination pages.
- Lookalike audiences built from the Kawartha Northumberland website visitor pixel.

## 6. Measurement & Success Metrics

Success will be measured at both the individual partner level and the aggregate program level. The following KPIs will be reported:

Metric	Reported To	Benchmark Target
<i>Impressions</i>	Individual partner + RTO8 aggregate	5,000–20,000+ per partner per flight
<i>Reach (Unique Accounts)</i>	Individual partner + RTO8 aggregate	3,000–12,000 per partner per flight
<i>Link Clicks (to website)</i>	Individual partner	150–600+ per partner per flight

## 7. Budget Framework

The following is an illustrative budget framework. Final allocations depend on confirmed partner numbers and creative complexity. RTO8 funds 100% of all line items.

Budget Item	Per Partner Est.	Notes
<i>Ad Creative Production (design, copy, resizing)</i>	\$200–\$400	Lower end if photo assets are strong; higher if retouching needed
<i>Paid Media Spend (Meta)</i>	\$500–\$1,500	Minimum \$500 to achieve meaningful reach over 4–6 weeks
<i>Campaign Management (setup, monitoring, optimization)</i>	\$150–\$250	<i>Allocated as staff time or agency fee share</i>
<i>Partner Reporting</i>	\$50–\$100	<i>Per-partner report compilation and distribution</i>
<b><i>Total Estimated Range Per Partner</i></b>	<b>\$900–\$2,250</b>	<i>Final cost per partner scales inversely with cohort size</i>



## 8. Program Governance & Ground Rules

### 8.1 Program Cap

To maintain creative quality and manageable workload, the program will be capped at a maximum of 15 partners. Applications are first-come, first-served among eligible partners who complete the intake requirements.

### 8.2 Disqualification & Removal

A partner may be removed from the program, without compensation or credit, if they:

- Fail to complete required pre-campaign tasks within the stated deadline.
- Provide false or misleading information in their application.
- Close, temporarily shut down, or significantly change their offering during the flight period without notice.
- Use their participation to misrepresent their relationship with RTO8 or the Trail Towns / Taste of the TSW programs.
- Violate any applicable law, regulation, or RTO8 partner code of conduct.

### 8.3 Intellectual Property

Ad creative produced by RTO8 for this program remains the property of RTO8/Kawartha's Northumberland. Partners may not independently re-run or republish these ads on paid channels without RTO8 written permission. Partners may share the creative organically on their own social channels with attribution.

### 8.4 No Guarantee of Results

RTO8 does not guarantee any specific volume of impressions, clicks, or business outcomes. Campaign performance depends on multiple market factors. RTO8 commits to professional campaign management, targeting best practices, and transparent reporting, not specific results.