



## Media and Influencer Guidelines

Thank you for your interest in visiting Waterloo Region! We look forward to showcasing our vibrant community and ensuring you have an enjoyable and informative trip. By now you should have already discussed some of your visit ideas with our Content and Media Liaison, [Susan Cook-Scheerer](#). If not, please fill out our [Media/Influencer Trip Request form](#).

**Credential Verification:** If you have not already, please provide Waterloo Regional Tourism Marketing Corporation (WRTMC) with specifics about your [assignment](#). If this is a freelance assignment that has not yet been sold, please provide at least three samples of your travel-related articles in the actual publication or website in which they ran.

**Itinerary Development:** We are happy to make suggestions for your itinerary or help to organize and provide feedback on an itinerary that you have developed. We request that you provide us with at least six weeks notice so that we have ample time to reach out and coordinate with interested partner organizations.

**Accommodations:** If you are provided complimentary accommodations by one of our area properties, we request that you credit that host property in your piece. If you are unable to work accommodations into your piece, we may be able to make arrangements for your accommodations at a media rate.

Please note: WRTMC's primary goal is to assist Media guests who are providing editorial coverage of this region. Accommodating family members and/or accompanying guests will be considered in justifiable circumstances only as pre-determined by WRTMC.

**Please confirm that you have a valid credit card in your name with a balance for lodging incidentals and other possible additions to what WRTMC may be assisting with.**

- Yes
- No

**Attractions and Activities:** We are more than happy to assist with scheduling and making suggestions for visits to local area attractions and activities. We are also happy to coordinate complimentary admissions where relevant. Please note that if you bring family, friends or others who are not journalists, writers or media, they may be required to pay for their entrance if they choose to accompany you. If non-media members of your party are to be part of the angle of your story, please inform us of this and we will see what we are able to offer on a case-by-case basis.

If there are multiple writers, journalists, media on your trip we can provide additional assistance or arrangements. Each member of the media should contact our [Content and Media Liaison](#) so they can discuss their story and specific needs further.

**Dining:** WRTMC is happy to reach out to interested dining partners if food or dining will be a part of your piece. We request that you mention the host restaurants in your piece. Like the attractions and activities, only the writer/influencer's meal will be hosted unless otherwise agreed upon by WRTMC. We are happy to make dining suggestions based on preferences and dietary restrictions, as needed.

**Transportation:** Members of the media will be expected to provide their own transportation during their trip to Waterloo Region unless prior arrangements have been made with our Content and Media Liaison. Should you require a WRTMC representative to accompany you during your visit, we require at least six weeks notice.

**If WRTMC is able to assist with transportation or a rental car, please confirm you have a valid and current driver's license.**

- Yes
- No

**Eligibility Guidelines:** Support is most likely to be give if the audience (readers, viewers, followers) is more than 25,000. However, special considerations may be made for projects that align with WRTMC's target markets and top tourism experiences.

**Deliverables:** Any social media related to your visit or your published content should include the hashtag *#ExploreWR*.

For all links in blog posts and online articles, please link to content on [www.explorewaterlooregion.com](http://www.explorewaterlooregion.com), or our tourism partners' websites.

**Follow Up:** As the destination organization for Waterloo Region, we are required to report on the results of our marketing efforts. WRTMC requests you send printed

and/or electronic copies of content resulting from your hosted trip to the [Content and Media Liaison](#) as soon as it's published.

**Negative Coverage/Reviews:** We hope you will enjoy your time in Waterloo Region! However, if for some reason any aspect of your stay is less than satisfactory, we ask that you contact us directly to let us know about the issue so we can work with our partners to correct it, as opposed to posting negative reviews or coverage.

**Reuse:** WRTMC and its partners reserves the right to repost and reuse your content (copy and photography) in perpetuity at no additional cost. We also ask that the content (both written copy and photography) remain published and publicly available for at least 15 months in its original format, and social media remain published and publicly available for at least 6 months.

**Waiver and Indemnity:** The applicant shall be solely responsible for their safety and well-being during the Trip, except with respect to the wilful misconduct or gross negligence of anyone under Waterloo Regional Tourism Marketing Corporation's direct supervision and control.

The applicant hereby releases, indemnifies, and holds harmless Waterloo Regional Tourism Marketing Corporation and its representatives from and against any and all losses, liabilities, damages, actions, claims, costs and expenses (including, without limitation, attorneys' fees), which are related to, arise out of, or are in any way connected to the Trip, except with respect to the wilful misconduct or gross negligence of anyone under Waterloo Regional Tourism Marketing Corporation's or, as the case may be, a representative's direct supervision and control.

The applicant hereby waives discharges and relinquishes any action or cause of action against Waterloo Regional Tourism Marketing Corporation which may arise by the conduct of anyone under Waterloo Regional Tourism Marketing Corporation's, or its representative's, direct supervision and control, other than resulting from gross negligence or wilful misconduct.

The terms and conditions set out in this Request may only be amended with the prior written consent of Waterloo Regional Tourism Marketing Corporation.

Waterloo Regional Tourism Marketing Corporation reserves the right to deny working with any media or influencer who does not meet our requirements or abide by the above guidelines.

I, \_\_\_\_\_, have read and agree to the Media and Influencer Guidelines as determined by the Waterloo Regional Tourism Marketing Corporation.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Content and Media Liaison Signature: \_\_\_\_\_

Date: \_\_\_\_\_