**DESTINATION ONTARIO: FINISHED CONTENT INTAKE FORM** Your Name:Your Organization:

Destination Ontario is developing marketing plans to help support the tourism industry and encourage safe travel to and around Ontario. Our approach will be in lockstep with the Government of Ontario's Framework for Reopening our Province. Destination Ontario is asking you, our tourism industry partners, to share your content with us for editorial consideration. When the time is right, we want to amplify your stories.

Guidelines and criteria of what we are looking for:

* Finished content that tells a compelling story of an experience in your region (via owned written, video, or 3rd party sponsored content) that can be enjoyed now (experiences that are open and can be visited safely);
* Content for which you are able to grant 3rd party usage rights;
* Content that features activities and operators that meet the Government of Ontario’s framework for reopening and are following public health guidelines; and,
* Content that is presented on a mobile-optimized website.

Please complete the **Finished** **Content Intake Form** chart below to identify storytelling content that is currently available for amplification and **submit to DO.info@ontario.ca.**

**Note:** There is no limit to the number of content pieces you can submit and this is an open invitation - as restrictions ease and as additional content becomes available, please reuse and resend this intake form. Destination Ontario will continue to amplify partner content and promote the expansion of travel experiences.

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| **Story Title** | **Owned Written Content (e.g. blog)**  Content must be hosted on your website and focus on experiences that can be enjoyed at the present time. Provide URL below. | **Owned Video Content**  Provide the video file via a link to file sharing site below. If already posted to Facebook, please set up a [crossposting relationship](https://www.facebook.com/business/help/457328234477362) with @OntarioTravel. | **Sponsored Content (3rd party)**  Paid content (sponsored advertorial or video) created by a 3rd party publisher on your behalf. Provide URL below. | **Audience & Geo-Targeting**  Per content piece, identify target audience (e.g. age range, interests) and geographic targeting (e.g. X cities or within X-hour drive radius of X). |
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| Add Rows If/As Needed |  |  |  |  |

Destination Ontario will contact you as content is selected for promotion. At that time, we will ask for your assistance in the tagging and tracking of amplified content to allow for more robust reporting.

**If you do not have shareable finished content (blog, video, etc.) at this time but would still like to contribute products/experiences that might be used in Destination Ontario’s AlwaysON content work (e.g. organic social posts), please fill out and return the ‘General Content Intake Form’ instead.**