



Marketing Mentorship Program Participation Agreement

Thank you for your interest in Travel Drumheller's Marketing Mentorship Program.

The purpose of this program is to:

- support our Travel Drumheller Partners
- enhance the marketing skills of tourism-related business owners in Drumheller
- increase the online presence of these businesses
- enhance the visitor planning and purchase experience

We have limited openings for this program and expect the successful applicants to be committed to meeting on a regular basis and open to learning and executing agreed-upon marketing tactics. Our hope is to give you the tools and skills to create a solid marketing foundation that continues to develop and enhance your business.

As a mentor, we promise to:

- Host seven, one-hour meetings with you to discuss various marketing aspects of your business.
- Host one follow-up meeting 3 months after our last meeting to review the results of new marketing tactics implemented and if they need to be further adapted.
- Provide honest feedback about where we see marketing opportunities.
- Keep all conversations confidential

As a mentee, I, _____ from _____ promise to:

- Check my email regularly.
- Be on time for meetings.
- Commit to the work discussed and complete assignments on time.
- Be open to the ideas of others, accept constructive feedback and consider the perspectives of my peers.
- Keep all conversations within the Mentorship Program confidential.
- Understand that the rewards that come from the completion of the Mentorship Program depend on my participation and completion of assignments.

Completion of the Marketing Mentorship Program

I have read and understand the above statements. I understand that full participation in the mentoring experience and meeting the above mentioned guidelines are requirements of my position as a mentee, and I agree to fulfill these responsibilities to the best of my ability. Failure to meet these requirements may result in an incomplete Marketing Mentorship Program and completion rewards will not be received.

My signature below indicates that I agree to the terms of the Mentorship Program.

Name (Print): _____

Signature: _____

Date: _____