



## Travel Drumheller Creator Network – Request for Applications

Issued by: Travel Drumheller  
Issue Date: July 20, 2026  
Application Deadline: August 9, 2026

### About Travel Drumheller

Travel Drumheller is the official destination marketing organization (DMO) for the Drumheller Valley and area. Our role is to inspire travel, support and advocate for local tourism businesses, and showcase the unforgettable experiences found throughout our region.

From breathtaking badlands landscapes and world-class attractions to vibrant communities, local businesses, outdoor adventures, festivals, and hidden gems, we're looking to partner with talented creators who can help tell the story of the Drumheller Valley through exceptional visual content.

### Opportunity

Travel Drumheller is building a network of trusted content creators to support our destination marketing efforts. We are inviting applications from photographers, videographers and post-production specialists interested in working with us on a project-by-project basis.

Successful applicants will be added to the Travel Drumheller Creator Network for a two-year term, with the possibility of extension at Travel Drumheller's discretion.

This is a project-based contract opportunity. Inclusion on the Creator Network does not guarantee work or a minimum number of projects. Opportunities will be offered throughout the term based on campaign needs, seasonal priorities, events, available budgets, and each creator's skills and availability.

Projects may be assigned based on factors including availability, creative style, relevant experience, subject matter expertise, geographic location, and budget.

Travel Drumheller reserves the right to conduct additional intake periods at any time to add creators with specialized skills or to meet evolving organizational needs.

### Who Should Apply

We welcome creators who specialize in one or more of the following:

#### 1) Photography

We're looking for photographers who create authentic, high-quality imagery that inspires visitors to experience the Drumheller Valley.

Potential projects include:

- Destination and landscape photography
- Lifestyle photography



- Attractions and experiences
- Restaurants and local businesses
- Accommodations
- Events and festivals
- Seasonal campaigns
- Tourism partner content

## **2) Videography**

We're seeking videographers who produce engaging, story-driven content designed for digital marketing.

Potential projects include:

- Short-form vertical video (Instagram Reels, TikTok, YouTube Shorts)
- Promotional videos
- Event coverage
- Tourism storytelling
- Interviews and behind-the-scenes content
- Campaign videos

## **3) Drone Photography & Videography**

Licensed drone operators are encouraged to apply. Projects may include aerial photography and video that showcase the unique landscapes, communities, attractions, and events throughout the Drumheller Valley. Applicants must hold the appropriate Transport Canada certification, maintain appropriate insurance coverage, and comply with all applicable regulations.

## **4) Post-Production**

- Editing: Provide professional editing services for both photos and videos to ensure high-quality final products.
- Graphics and Effects: Include necessary graphics, animations, and special effects to enhance the visual appeal of the content.
- Music and Sound: Incorporate suitable music and sound effects to complement the video content.

## **What We're Looking For**

The strongest applicants will demonstrate:

- Exceptional visual storytelling
- Professional-quality photography and/or videography
- Creativity and originality
- Strong editing skills
- Reliability and professionalism
- Excellent communication
- Ability to work independently
- Ability to meet deadlines



Experience working in tourism, hospitality, travel, or destination marketing is considered a strong asset.

Local creators are strongly encouraged to apply, although applications are welcome from throughout southern and central Alberta. Preference may be given to creators located within approximately 200 km of Drumheller. Travel costs, availability, and project requirements will be considered when selecting creators for specific opportunities.

## Typical Project Types

Projects may include:

- Destination marketing campaigns
- Seasonal photo and video shoots
- Tourism partner features
- Event coverage
- Business spotlights
- Outdoor recreation
- Culinary experiences
- Community storytelling
- Content library development
- Promotional campaigns

## Application Requirement

Please submit your application as a single PDF containing:

- 1) Brief introduction, including your team members, community/location and experience
- 2) Portfolio (website, online gallery, social media accounts, and/or PDF samples showcasing recent work)
- 3) Description of the services you provide
- 4) Equipment list (camera equipment, drone equipment, etc.)
- 5) General availability
- 6) Rate sheet (hourly, half-day, full-day, or project rates)
- 7) Two professional references

Please name your file using the following format: **Name\_TDCreatorNetwork2026.pdf**

Please email your application to: [marketing@traveldrumheller.com](mailto:marketing@traveldrumheller.com) no later than 11:59 PM (MT) on August 9, 2026.

## Evaluation

Applications will be evaluated based on:

- Portfolio quality
- Creativity and storytelling
- Relevant experience



- Professionalism
- Value for money
- Understanding of tourism storytelling and destination marketing
- Overall fit with Travel Drumheller's brand

Travel Drumheller may interview selected applicants prior to confirming the Creator Network.

### Timeline

- Applications Open: July 20, 2026
- Application Deadline: August 9, 2026
- Application Review: August 10 – August 14, 2026
- Creator Network Confirmed: Week of August 17, 2026
- Projects Begin: As opportunities arise

### General Requirements

Successful applicants may be required to:

- Provide proof of insurance coverage if required for a specific project or venue
- Maintain any required licences, certifications, or permits applicable to the services being provided (including Transport Canada certification for drone operations)
- Enter into a Creator Agreement with Travel Drumheller before undertaking any paid work
- Assign ownership and/or usage rights of final deliverables to Travel Drumheller as outlined in the Creator Agreement
- Comply with confidentiality requirements outlined in the Creator Agreement where applicable

### Terms & Conditions

Successful applicants will be required to enter into a Creator Agreement with Travel Drumheller before undertaking any paid work. Each project will have its own scope of work, deliverables, timeline, compensation, and project requirements, which will be agreed upon prior to work commencing.

Creators accepted into the Travel Drumheller Creator Network are independent contractors and are responsible for their own taxes, insurance, licences, permits, and business expenses.

Travel Drumheller reserves the right to select multiple creators across all categories and is under no obligation to award any minimum amount of work.

Travel Drumheller reserves the right to negotiate project scope, pricing, deliverables, timelines, and other contract terms with successful applicants.

Travel Drumheller reserves the right to accept or decline any application, conduct additional intake periods, or amend the Creator Network as organizational needs evolve.

**We look forward to partnering with talented creators to build a growing library of inspiring content that showcases the beauty, experiences, and stories of the Drumheller Valley.**