



FY20 CoOp Program Architecture

	 MEDIA MENU PROGRAM (MMP)	FLEX GRANTS 
Eligible Entities	Tourism-related IRS non-profits + tribal and local governments (Private entities may collaborate and contribute no more than 50% of eligible entity's CoOp investment)	
Application	One simplified application for MMP + Flex via [SM Apply]	
Support Available	Local "Community Convo" Sessions + "CoOp Concierge" + Media Planning Consults [schedule here]	
Application Due Date	May 6, 2019	
NMTD Funding	No maximum award per partner*	
Funding Process	<ul style="list-style-type: none"> ✓ Partner pays <u>only partner portion</u> of MMP media cost (directly to NMTD or through partner's ad agency, if applicable) ✓ Payments due 7/10/19 for Fall/Winter programs and 12/10/19 for Spring/Summer programs ✓ NMTD pays vendors 	<ul style="list-style-type: none"> ✓ Partner fronts <u>100% of cost</u> to vendors ✓ NMTD reimburses awarded flex funds to Partner after Reimbursement Request received with proof of placement, proof of payment, and proof of NMTD creative approval. Reporting required.
Execution Process	NMTD CoOp Team provides: <ul style="list-style-type: none"> ✓ Vendor negotiations ✓ 1:1 media planning consult with partners (& ad agency, if applicable) ✓ Custom production timelines & instructions ✓ Insertion orders ✓ Creative trafficking to media vendors ✓ Proof of placement ✓ Reporting 	Partner handles: <ul style="list-style-type: none"> ✓ Vendor negotiations ✓ Insertion orders ✓ Vendor payments ✓ Creative trafficking to media vendors ✓ Proof of placement ✓ Reporting
Brand Standards	<ul style="list-style-type: none"> ✓ All creative must meet New Mexico True brand standards as detailed on the Ad Builder Toolkit at media.nmtourism.org ✓ Any website url listed in CoOp advertising must feature the entity's custom, "X is New Mexico True" logo above the fold ✓ All creative must be submitted via an Ad Content Execution (ACE) Form at media.nmtourism.org (on time, per timeline) and approved by NMTD prior to trafficking 	

*subject to available funds

FY20 CoOp Parameters – Eligible & Ineligible Expenses



MEDIA MENU PROGRAM (MMP)



FLEX GRANTS

WHAT'S IN (Eligible)

- ✓ Comprehensive media menu options designed to meet a range of objectives and budgets, including:
 - DIGITAL (*including new Google DMO program*)
 - VIDEO AND NATIVE CONTENT CREATION & DISTRIBUTION
 - AIRPORT OOH
 - PRINT (Display and advertorial)
- ✓ Creative production, including:
 - Video & still photography production packages
 - Ad design credits (to be applied towards production of static ad creative *by ANY in-state ad agency/creative resource of partners' choice*)
- ✓ Ad agency commission on partner portion of media cost, when agency leads media planning and buys MMP media directly from NMTD on partner's behalf

- ✓ Any media placement or in-market timing not specifically offered in the MMP
- ✓ Any media vendor of partner's choice, including MMP vendors
- ✓ Out of Home / Billboards
- ✓ Website development & enhancement (site must meet New Mexico True brand guidelines)
- ✓ Website Search Engine Optimization (SEO)
- ✓ Tradeshow exhibit fees and booth rentals – signage must incorporate New Mexico True

WHAT'S OUT (Ineligible)

- ✓ Programs or in-market timing not offered explicitly on MMP menu
- ✓ Creative production beyond specific MMP production package options and Ad Design credits

- ✓ Agency commissions and fees
- ✓ NM Gross Receipts Tax (GRT)
- ✓ Creative production and ad design fees
- ✓ Printed collateral materials (brochures, maps, guides, and distribution)
- ✓ Fulfillment costs (printing and mailing of collateral, including guides, directories, and direct mail campaigns)
- ✓ Earned Media/PR, including press releases, FAM tours (media events) and social media influencer trips
- ✓ Strategic planning and research
- ✓ Promotional items, office supplies, and items for resale
- ✓ Product development
- ✓ Lobbying
- ✓ Registration fees for educational conferences, trade shows, and advocacy programs
- ✓ Subscriptions and membership dues
- ✓ Travel expenses, food, and alcoholic beverages
- ✓ Purchases or rentals of equipment and supplies
- ✓ Employee salaries, personnel costs
- ✓ Infrastructure, including construction of facilities or modification of eligible historic structures