



THE COOPERATIVE MARKETING & ADVERTISING GRANT PROGRAM

(CoOp) is a co-funded, co-branded marketing program that, through customized media strategies, guides participants through quality marketing and advertising initiatives that align with the New Mexico True brand to achieve effective, optimized results.

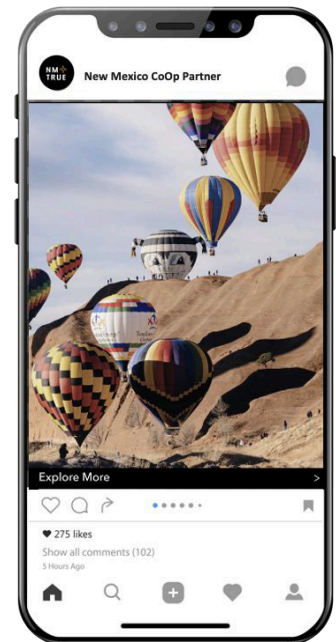
Eligible Entities Include:

- Local and Tribal governments and municipalities
- Tourism-related IRS non-profit organizations and attractions
- Destination Management/Marketing Organizations (DMO's)

TWO WAYS TO PARTICIPATE

Media Menu Plan (MMP) Guided by each applicant's CoOp Pre-Application Survey responses, the Media Menu Plan offers a customized selection of marketing and advertising initiatives tailored to meet individual goals, budgets, and other marketing priorities. Partners work directly with the CoOp team to complete awarded initiatives.

Flex-Funded Initiatives Allowing applicants to take a more DIY approach, Flex-Funded initiatives allow applicants to apply for off-menu marketing and advertising initiatives, working directly through preferred vendors. Partners will be solely responsible for completion of awarded initiatives.



APPLICATION PROCESS

STEP 1: Complete the mandatory CoOp Pre-Application Survey

This survey allows the CoOp team to craft a menu of strategic marketing initiatives that best meets each applicant's specific priorities and goals. It is mandatory for program participation, but is not an indication of program commitment.

STEP 2: Review the Customized Smart Select Media Menu Plan and Plan for any Flex Funded Requests

Based on survey responses, each applicant will be delivered a customized Smart Select Media Menu Plan. Applicants then opt-into as many of these options as they would like to apply for funding for. If Flex Funded Initiatives are desired, applicants will need to gather quotes and a scope of work from their desired vendor.

STEP 3: Meet with the NM True CoOp Team for a One-on-One Marketing Consult

Meet one-on-one with the CoOp team to discuss media options and review the opt-in process and the application platform. These consults are mandatory for first-time applicants and highly encouraged for returning applicants.

STEP 4: Complete Application w/ Flex Requests & MMP Smart Select Marketing Requests Attached

Applicants will upload their Smart Select Marketing Requests and any vendor estimates for Flex Funded Initiatives with their completed application.

They help with the content creation, they help with the strategy development. They help get it out to market. So we're getting more bang for our buck constantly"

– Matt Robinson, City of Gallup



IN-PROGRAM LOGISTICS

Partner Role in MMP and Flex Processes:

Media Menu (MMP) Initiatives	FLEX Fund Initiatives
<ul style="list-style-type: none">→ Partner pays only Partner portion of MMP media cost (directly to NMTD or through partner's ad agency, if applicable)→ First partner payment due in July with remainder due in December→ 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, proof of NMTD creative approval. Partner Reporting required.
<p>NMTD CoOp Team provides:</p> <ul style="list-style-type: none">→ Vendor negotiations→ 1:1 marketing consult (w/ ad agency, if applicable)→ Custom production timelines & instructions→ Insertion orders & Creative trafficking to media vendors→ Proof of placement and Reporting	<p>Partner handles:</p> <ul style="list-style-type: none">→ Media planning and Vendor negotiations→ Insertion orders and Vendor Payments→ Creative trafficking to media vendors→ Applying for reimbursement within 30 days of in-market date→ Reporting

New Mexico True Brand Standards and Co-Branding

CoOp is a co-branded program, allowing our partners access to the award-winning New Mexico True brand. The New Mexico True brand has reflected the authenticity of the Land of Enchantment since 2012 and has consistently shown year-over-year success. As a part of brand stewardship, all creative must meet New Mexico True brand standards and must be reviewed and approved by NMTD prior to trafficking. Awardees will receive access to their personalized logo lock-up files, the Brand Style Guide, and the Brand Resource Hub, which houses easy-to-use ad templates

Partner Payments

CoOp is a co-funded program in which NMTD matches partner dollar contributions towards their selected and awarded initiatives. For initiatives awarded from the Media Menu Plan, partners will pay their portion directly to NMTD and NMTD will handle vendor negotiation and payment. For Flex Funded initiatives, partner will pay the vendor directly and request reimbursement of their awarded amount from NMTD in a timely manner

Dedicated Partner Support

Each awarded partner will be assigned a Partner Service Representative (PSR). PSR's will be the point of contact for one-on-one support, creative approvals, proof of placement and reporting for MMP initiatives, and other in-program support.

Learn more about the CoOp Program at NMTrueCoOp.org
For more information contact CoOp.Marketing@td.nm.gov