

# Program-at-a-Glance

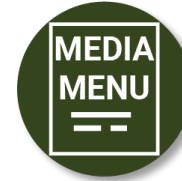
## 2 PLANS

**FLEX**  
(FLEX GRANTS)



- ✓ Historic model
- ✓ 1:1 cash match post-program execution
- ✓ Partner responsible for program development & negotiation, execution, trafficking of creative, and performance reporting

**MMP**  
(MEDIA MENU PLAN)






- ✓ Menu of options at negotiated rates
- ✓ 1:1 match pre-program execution
- ✓ CoOp Team responsible for program development & negotiation, execution, trafficking of creative, and performance reporting

**1 INTENTION:** Help your community thrive through **TOURISM!**

# FY21 Program Architecture - FLEX Grants



<b>Eligible Entities</b>	Tourism-related IRS non-profits + tribal and local governments (Private entities may collaborate and contribute up to 50% of eligible entity's CoOp investment)		
<b>Application</b>	One simplified application for MMP + Flex via <a href="#">[SM Apply]</a>		
<b>Support Available</b>	 "CoOp Concierge" <a href="#">[schedule here]</a> + Media Planning Consults <a href="#">[schedule here]</a>		
<b>Application Due Date</b>	 <b>April 24, 2020 at 5:00 P.M. (MT)</b>		
<b>NMTD Funding</b>	No maximum award per partner*		
<b>Funding Process</b>	<ul style="list-style-type: none"> <li>✓ Partner fronts <u>100% of cost</u> to vendors</li> <li>✓ NMTD reimburses awarded flex funds to Partner after Reimbursement Request received with proof of placement, proof of payment, proof of NMTD creative approval. Reporting Required.</li> </ul>		
<b>Execution Process</b>	 <b>Partner handles:</b>	<ul style="list-style-type: none"> <li>✓ Vendor negotiations</li> <li>✓ Insertion orders</li> <li>✓ Vendor payments</li> </ul>	<ul style="list-style-type: none"> <li>✓ Creative trafficking to media vendors</li> <li>✓ Proof of placement</li> <li>✓ Reporting</li> </ul>
<b>Brand Standards</b>	<ul style="list-style-type: none"> <li>✓ All creative must meet New Mexico True brand standard (Improved, more flexible and Partner-friendly templates coming with Campaign Drive site June 2020)</li> <li>✓ Any website URL listed in CoOp advertising must feature New Mexico True above the fold</li> <li>✓ All creative must be reviewed &amp; approved by NMTD prior to trafficking</li> </ul>		

\*subject to available funds

# FY21 Eligible & Ineligible Expenses - FLEX Grants



## WHAT IS IN (Eligible)

- ✓ Any media placement or in-market timing not specifically offered in the MMP menu
- ✓ Any media vendor of partner's choice, including MMP vendors
- ✓ Out of Home / Billboards
- ✓ Website development/enhancement (site must meet New Mexico True guidelines)
- ✓ Website Search Engine Optimization (SEO)
- ✓ Tradeshow exhibits and booth rentals – signage must incorporate New Mexico True and must not be a tradeshow in which NMTD is already participating




## WHAT IS OUT (Ineligible)

- ✓ Agency commissions and fees
- ✓ NM Gross Receipts Tax (GRT)
- ✓ Creative production and ad design fees
- ✓ Printed collateral (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) & social media influencer trips
- ✓ Strategic planning and research
- ✓ Promotional items, office supplies, and items for resale
- ✓ Product development
- ✓ Lobbying
- ✓ Attendance/Individual registration fees for educational conferences, trade shows, & advocacy programs
- ✓ Subscriptions and membership dues
- ✓ Travel expenses, food, and alcoholic beverages
- ✓ Purchases or rentals of equipment and supplies
- ✓ Employee salaries, personnel costs or hours
- ✓ Infrastructure, including construction of facilities or modification of eligible historic structures

# FY21 Program Architecture - Media Menu Plan (MMP)



Eligible Entities	Tourism-related IRS non-profits + tribal and local governments (Private entities may collaborate and contribute up to 50% of eligible entity's CoOp investment)	
Application	One simplified application for MMP + Flex via <a href="#">[SM Apply]</a>	
Support Available	 "CoOp Concierge" <a href="#">[schedule here]</a> + Media Planning Consults <a href="#">[schedule here]</a>	
Application Due Date	 <b>April 24, 2020 @ 5:00 P.M.</b>	
NMTD Funding	No maximum award per partner*	
Funding Process	<ul style="list-style-type: none"> <li>✓ Partner pays only Partner portion of MMP media cost (directly to NMTD or through partner's ad agency, if applicable)</li> <li>✓ Payments due 7/10/20 for Fall/Winter programs and 12/1/20 for Spring/Summer programs</li> <li>✓ NMTD pays vendors</li> </ul>	
Execution Process	 <b>NMTD CoOp Team provides:</b> <ul style="list-style-type: none"> <li>✓ Vendor negotiations</li> <li>✓ 1:1 media planning consult with partners (&amp; ad agency, if applicable)</li> <li>✓ Custom production timelines &amp; instructions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Insertion orders</li> <li>✓ Creative trafficking to media vendors</li> <li>✓ Proof of placement</li> <li>✓ Reporting</li> </ul>
Brand Standards	<ul style="list-style-type: none"> <li>✓ All creative must meet New Mexico True brand standard (Improved, more flexible and Partner-friendly templates coming with Campaign Drive site June 2020)</li> <li>✓ Any website URL listed in CoOp advertising must feature New Mexico True above the fold</li> <li>✓ All creative must be reviewed &amp; approved by NMTD prior to trafficking</li> </ul>	

\*subject to available funds

# FY21 Eligible & Ineligible Expenses - MMP



## WHAT IS IN (Eligible)



## WHAT IS OUT

✓ including:

- DIGITAL (*including new program options*)
- VIDEO AND NATIVE CONTENT CREATION & DISTRIBUTION
- AIRPORT OOH
- PRINT (Display and advertorial, including *new niche & local print publications*)

✓ Creative production, including:

- Video & still photography production packages
- Ad design credits (10% to be applied towards production of static ad creative by *ANY external, NM-based 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 and creative production initiatives not on MMP menu