FY22: The Year of *Never Been Done Before*

PARTNERS LEVERAGING NEW TOOLS FOR STRONG IMPACT

**Brand Resource Hub:**
One-Stop Ad Creation, Approval, and Upload Platform

**Co-Branded Logos:**
Custom lock-ups created on request to let your unique identity shine through

**Social Media Content Creation:**
*Social Starter and Social Amplification packages*

**User Generated Social Content:**
Images gathered by hashtags and approved for use through CrowdRiff
FY22: The Year of *Never Been Done Before*

**GROWING ONLINE IMPACT THROUGH NEW SOCIAL & DIGITAL OPTIONS**

- **InstaMeets:**
  - *Micro-Influencer Events*

- **NM Magazine Article Distribution:**
  - *Digital and Social Article Amplification*

- **Managed Search:**
  - *GoogleAd Words SEM Campaign*

- **Instagram:**
  - *Static Ads*

- **New Video Distribution Outlets:**
  - *Facebook and YouTube*

NMTrueCoOp.org
FY22: The Year of *Never Been Done Before*

**VISIBLE IMPACT WITH NEW REPORTING DASHBOARD**

**Digital Performance Measurement:**
*Partner-Specific Dashboards for Comprehensive Quarterly Reporting*

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**Overall Results**

- **Media Spend:** $1,718,947
- **Impressions:** 167,961,836
- **Clicks:** 253,902

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**Digital Results**

- **Top Earners:**
  - *Media Buy* 167,961,836
  - *Digital Campaign* 4,278
- **Top Performers:**
  - *Social Media* 7,112,396
  - *Email Marketing* 2,150,321
- **Top Performances:**
  - *Video Views* 1,247,560
  - *Social Engagement* 352,789

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**Conversion Information**

- **Conversion Group:**
  - *Overall* 1,718,947
  - *Digital* 1,153,182
- **Conversion Types:**
  - *Sign-Up* 1,718,947
  - *Secondary* 1,153,182

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**New Mexico True CoOp.org**
FY23: Unprecedented Support

TRIPLE YOUR IMPACT

2:1 Matching $*

*$ Awards Pending Funding Outcomes of 2022 Legislative Session
Cooperative Marketing Program Objectives

**ACHIEVE**
greater media buying power by matching state dollars with your own marketing investments

**EXTEND**
the power of New Mexico True with consistent brand standards and efficient production

**BENEFIT**
from our commitment to meet a diverse range of goals and budgets

**GAIN**
support through conscientious and expert service provided from strategy to implementation

**RECEIVE**
performance reporting to measure impact, inform optimization, and summarize year-end results
Overview: FY23 CoOp Quick Facts

- **FUNDING** TO FUEL CONTINUED RECOVERY: 2:1 $ Match of Your Investment
- **YOUR INVITATION:** ALL local and tribal governments, tourism-related IRS non-profit organizations, and attractions are invited to participate
- **TAILORED DESIGN:** “Smart Select” Menu custom-created based on your objectives & priorities
  - Provide your input via MANDATORY Partner Priorities & Situation Assessment Survey
  - **DEADLINE FEB 7**
- **SIMPLE APPLICATION:** Opt-In to your Media Menu Plan (MMP) + Request any desired Flex Grants for off-menu initiatives
  - **DEADLINE APR 8**
- **NEW** SMARTER DIGITAL MEDIA OPTIONS: Packages allow cross-channel optimization throughout the year to maximize ROI
- **NEW** STREAMLINED EXECUTION: Time-saving approach to meeting partner goals through holistic pre-launch planning
- **RIGOROUS REPORTING:** New dashboard tool to demonstrate impact + enhanced, real time digital optimization

*Total $ awarded pending funding outcomes of the 2022 Legislative Session*
FY23 CoOp Program Process

1. **PARTNER PRIORITIES & SITUATION ASSESSMENT**
   - Share YOUR specific situation and marketing priorities
   - **Survey Deadline: Feb 7**

2. **SMART SELECT MEDIA PLAN**
   - Receive partner-specific recommended Media Menu Plan (MMP) & proposed NMTD $ Match for your consideration, based on your unique situation & priorities: **March 1**

3. **MARKETING CONSULT**
   - Participate in 1:1 to discuss recommended media options and get your questions answered: **Month of March**

4. **APPLICATION**
   - Opt-In to any or all recommended MMP menu & Request additional Flex fund to address any gaps: **Deadline April 8**
TWO Plans to Support Your Needs

**MMP** *(MEDIA MENU PLAN)*

- “Smart Select” Menu of content & media options at negotiated rates, based on unique Partner Priorities & Situation Assessment Survey

- Partner contributes only their share of $ (1/3rd of total) prior to media launch

2:1 Match for ALL awarded partners*

- CoOp Team is responsible for program development & negotiation, execution, trafficking creative, and performance reporting

**FLEX** *(FLEX PLAN)*

- **2:1 matching funds** for eligible off-menu marketing or media initiatives of the partner’s own design

- Partner funds 100% of costs upfront, with 2/3rd cost reimbursed by NMTD after proof of placement, performance, and payment

- Partner is responsible for program development & negotiation, execution, trafficking creative, and performance reporting

*Total $ awarded pending funding outcomes of the 2022 Legislative Session*
**Eligible Entities**

Tourism-related IRS non-profits + tribal and local governments

**Application Process**

1. **STEP 1:** Complete [Partner Priorities & Situation Assessment Survey](#)
2. **STEP 2:** Review customized “Smart Select” MMP & Identify any gaps for which to request Flex Funds
3. **STEP 3:** Upload Flex Requests with MMP “Smart Select” request confirmation via [SM Apply](#)

**Support Available**

- "CoOp Concierge" + Marketing Planning Consultations (Schedule Your Appointment at [NMTrueCoOp.org](#))

**Application Due Date**

- Partner priorities & situation assessment: Due Feb 7
- MMP Selects + Flex Fund Requests: April 8

**NMTD Funding**

- 2:1 $ Match for ALL Partners (Add locally-allocated Federal funds to Partner contribution for greater impact)

**Funding Process**

- Partner pays only Partner portion of MMP media cost (directly to NMTD or through partner’s ad agency, if applicable)
- First 50% of partner payment due 7/8/22 and final 50% due 12/1/22
- NMTD pays vendors

**Execution Process**

- NMTD CoOp Team provides:
  - 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

**Brand Standards**

- All creative must meet New Mexico True brand standards
- Any website URL listed in CoOp advertising must feature partner’s New Mexico True logo lockup above the fold
- All creative must be reviewed & approved by NMTD prior to trafficking

**FY23 Program Architecture – Media Menu Plan (MMP)**

*Total $ awarded pending funding outcomes of the 2022 Legislative Session*
## FY23 Program Architecture – Media Menu Plan (MMP)

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*Total $ awarded pending funding outcomes of the 2022 Legislative Session*

** If partner’s ad agency leads media planning and buys MMP media directly from NMTD on partner’s behalf, any commissions on partner portion of MMP media is based solely on agreement between partner and their ad agency.
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MMP Execution Roles

NMTD CoOp Team

• Handle media vendor Insertion Orders, Purchase Orders, and Payments.
• Supply useful tools that provide all production specs and requirements in a practical format.
• Negotiate all production timelines with vendors.
• Deliver all assets and traffic all ads to vendors.
• Manage production process on a daily basis.
• Facilitate creative approval routing process.
• Provide launch communication alerts.
• Track and optimize live media as needed.
• Collect all vendor reporting and provide comprehensive summaries.

MMP Partner

• Remit payments on time.
• Deliver assets/creative on time & to spec.
• Respond in a timely manner to reviews and approvals.
• Complete year-end Tracking & Impact report with additional local data to complement MMP vendor reporting.
### FY23 Program Architecture – FLEX

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## Support Available
“Marketing Planning Consultations”

## Application Due Date
- **Mandatory Partner priorities & situation assessment:** Feb 7.
- **MMP Selects + Flex Fund Requests:** April 8

## NMTD Funding*
2:1 $ Match for ALL Partners (Add locally-allocated Federal funds to Partner contribution for greater impact)

## Funding Process
- Partner fronts 100% of cost 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. Reporting Required.

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*Total $ awarded pending funding outcomes of the 2022 Legislative Session*
### Eligible Entities
Tourism-related IRS non-profits + tribal and local governments

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### Execution Process
**Partner handles:**
- Vendor negotiations
- Insertion orders
- Vendor payments
- Creative trafficking to media vendors
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*Total $ awarded pending funding outcomes of the 2022 Legislative Session*
NMTD CoOp Team

• Facilitate reimbursement request process.

• Issue reimbursements per Flex award, once proof of creative approval, placement, and payment is received.

Partner

• Negotiate programs with media vendors (estimates must be uploaded and submitted as part of CoOp application).

• Develop production timelines with vendors.

• Manage production process and secure NMTD creative approval.

• Deliver all assets and traffic ads to vendors.

• Confirm programs are live.

• Track and optimize live media as needed.

• Handle media vendor payments.

• Collect proof of placement and all vendor reporting.

• Complete Flex reimbursement within 30 days of in-market date for each initiative.

• Complete required reporting to NMTD by July 15, 2023.
**What’s In (Eligible)**

- Any media placement not specifically offered in the MMP menu
- Any media vendor of partner’s choice (including MMP vendors)
- Website development/enhancement and SEO (site must meet New Mexico True guidelines)
- Tradeshow exhibits and booth rentals – signage must incorporate New Mexico True and must not be a tradeshow in which NMTD is already participating
- Meetings & Convention and Group Travel Marketing initiatives

**What’s Out (Ineligible)**

- Agency commissions and fees
- NM Gross Receipts Tax (GRT)
- Creative production and ad design fees
- Fulfillment costs (direct mail or collateral distribution costs)
- Earned Media/PR, including press releases & FAM tours (media events)
- Strategic planning and research
- Product development
- Office supplies
- Lobbying
- Attendance/Individual registration fees for educational conferences, trade shows, & advocacy programs
- Subscriptions and membership dues
- Travel expenses, food, and any beverages
- Purchases or rentals of equipment and supplies
- Employee salaries, personnel costs or hours; Contractor hours or consulting fees
- Infrastructure, including construction of facilities or modification of eligible historic structures
FY23 Cooperative Marketing Program Timeline

- **February 7**: Application deadline for FY23 MMP Selects + Flex Fund Requests
- **March 1**: Partners receive Smart Select MMP recommended plans for consideration
- **March 4 - April 1**: 1:1 Marketing Consultations (mandatory for new prospective partners)
- **April 8**: Award Summary & Agreements to Partners
- **May 16**: Signed Partner Agreements Due to NMTD
- **June 6**: Production Summaries to Partners
- **June 15 - July 8**: Mandatory Kickoff Calls & Marketing Planning Meetings
- **June 15**: Production Summaries to Partners
- **July 8**: 1st 50% Partner payment due to NMTD
- **August**: 1st in-market dates (digital)
- **Surveys Due**: Partner priorities & situation assessment
- **APPLICATION DEADLINE**: FY23 MMP Selects + Flex Fund Requests
# Contact us! Your New Mexico True CoOp Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Responsibilities</th>
<th>Contact Information</th>
</tr>
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<tbody>
<tr>
<td>Andrea Lawrence</td>
<td>Program Manager</td>
<td>Oversees all aspects of program</td>
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<td>505-795-0108</td>
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<tr>
<td>Brandy Velarde</td>
<td>Marketing Grant Coordinator</td>
<td>MMP payments and Flex grant reimbursements</td>
<td><a href="mailto:brandy.velarde@state.nm.us">brandy.velarde@state.nm.us</a></td>
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<td></td>
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<td></td>
<td>505-500-7890</td>
</tr>
<tr>
<td>Celia Garcia</td>
<td>Account Director</td>
<td>MMP program execution &amp; reporting</td>
<td><a href="mailto:ceilia@NMTrueCoOp.org">ceilia@NMTrueCoOp.org</a></td>
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<td>505-515-4189</td>
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<tr>
<td><em>Your Partner Service Representative</em></td>
<td></td>
<td>Introduced once we receive your Partner Priorities &amp; Situation Assessment Survey</td>
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**We are here for you!**
QUESTIONS?
We look forward to our True journey

TOGETHER