Fast Facts: NM True CoOp

**WHAT?**

What is NMTD’S "CoOp" Program?

- Jointly funded tourism marketing investment to grow our tourism economy together through the strength of the New Mexico True brand

**WHY?**

Why should you participate?

- Triple the impact of your marketing investment with a 2-to-1 dollar match* on awarded initiatives
- Proven results with robust performance measurement, including a custom dashboard, real-time digital optimization and quarterly reporting

**WHO?**

Who can participate?

- Local and tribal governments
- Tourism-related IRS non-profit organizations and attractions
- Entities with a wide range of budgets

* Final confirmation of matching level and $ awards pending funding outcomes of 2023 Legislative Session
CoOp Program Objectives

ACHIEVE
greater media buying power by matching state dollars with partners’ marketing investments

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

MEET
a diverse range of partner goals and budgets

SUPPORT
partners through conscientious and expert service, from strategy to implementation

DELIVER
performance reporting to measure impact & inform optimization
Program serves a diverse range of partners

- 61% Rural
- 38% Urban
- 1% Statewide orgs

Partner $ Contribution:
- Low: $235
- Mean: $48,053
- High: $400K+
FY24 CoOp Program Overview

**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

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**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
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FY24 Roles: MMP

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.

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.
New Mexico True: Tenets of the Brand

- New Mexico as a destination where adventure is steeped in culture
- A reflection of the authenticity of our state
- Focus on site-doing
- Connection through storytelling
MMP Highlights: Digital Packages with Smart Optimization

Fluid optimization between channels

Facebook Video

Instagram Video

YouTube

Connected TV

Native

Tripadvisor

Facebook Static

Instagram Static

Programmatic Display

New Mexico True

Find the perfect adventure. Plan your getaway today and discover Ruidoso.

Discover Ruidoso and mountain air, amazing wildlife, and breathtaking natural beauty.

 Beauty elevated.

MMP Focus: "Bigger"

NMTrueCoop.org
MMP Highlights: Print & Out of Home

PRINT

5 Reasons to Love Santa Fe County

1. **Historic Art Districts**: Santa Fe’s downtown is a mecca for art lovers, with galleries showcasing works from renowned Western artists like Ansel Adams, Georgia O’Keeffe, and more. The district is known for its blend of contemporary and traditional art.

2. **Tumacochi National Monument**: A visit to this historic site offers a window into the lives of the Tiwa, Towa, and Tanoan peoples, providing insights into their culture and way of life.

3. **Taos Pueblo**: The oldest continuously inhabited Native American community in the United States, Taos Pueblo is a UNESCO World Heritage Site and offers a glimpse into the Pueblo people’s rich history.

4. **The Art of the Southwest**: Enjoy the vibrant arts scene with outdoor sculptures, murals, and even a permanent art exhibit in the heart of Santa Fe.

5. **Bandelier National Monument**: A National Monument, Bandelier offers visitors the chance to explore ancient cliff dwellings and volcanic landscapes.

OUT OF HOME

Fresh feelings.

Silver City NM+TRUE

FARMINGTON NM+TRUE

FarmingtonNM.org
MMP Highlights: Co-Branded Content Creation

CUSTOM LOGO LOCKUPS

A Reverence for Natural Beauty

Let's Explore
HAPPY DAYS IN THE TULAROSA BASIN

By Joleen Stinson  •  Jun 2023

Do you love a desert weekend and biosphere emerald oases, with all the beauty and culture? Then you'll love the story of sesame seeds, a traditional plant used in the area. The Tularosa Basin is home to several waterholes and natural springs, including the Bluebell Springs, which are a popular spot for swimming and picnicking.

In the Tularosa Basin, you'll find a variety of activities to enjoy, such as hiking, biking, and kayaking. The area is also home to several wildlife sanctuaries, including the Tularosa Basin Wildlife Refuge, where you can see a variety of birds and other wildlife.

The basin is also known for its beautiful landscape, with its rolling hills and vast deserts. The area is a popular destination for photographers and nature lovers, as well as for those looking to escape the hustle and bustle of city life.

So the next time you're looking for a unique and beautiful place to explore, consider the Tularosa Basin. With its natural beauty and variety of activities, there's something for everyone to enjoy.
Events Integration: Tourism Events Growth & Sustainability Program (TEGS)

Technical Assistance
  Event Accelerator

Promotion & Advertising
  CoOp Marketing

Sponsorship
  Event Sponsorship

Gallup Intertribal Ceremonial

White Sands Balloon and Music Festival

100 years in the blink of an eye.
AUG 4 - 14

A change of tune.
SEPT 16-18

New Mexico True
Sponsored •
Rock your favorite costume, grab your bike and come to Albuquerque, NM to celebrate Day of the Dead at Day of the Tread

dayoffthebread.com
Ride or walk on October 23

Learn more
FY24 CoOp Program Overview

### MMP
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### FLEX
**(FLEX PLAN)**

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* Final confirmation of matching level and $ awards pending funding outcomes of 2023 Legislative Session
FY24 Roles: Flex

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 request within 30 days of in-market date for each initiative.
- Complete required reporting to NMTD by July 15, 2024
# FLEX FY24 Eligible and Ineligible Expenses

<table>
<thead>
<tr>
<th>What’s In (Eligible)</th>
<th>What’s Out (Ineligible)</th>
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<tbody>
<tr>
<td>● Any media placement not specifically offered in the MMP menu</td>
<td>● In-kind partner contributions</td>
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<tr>
<td>● Any media vendor of partner’s choice, including MMP vendors</td>
<td>● Printed collateral and branded merchandise</td>
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<tr>
<td>● Website development/enhancement and SEO (site must meet New Mexico True guidelines)</td>
<td>● Agency commissions and fees</td>
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<td>● Meetings &amp; Convention and Group Travel Marketing initiatives</td>
<td>● Creative production and ad design fees</td>
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<td>● Trade Show exhibits and booth rentals</td>
<td>● Fulfillment costs (direct mail or collateral distribution costs)</td>
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<tr>
<td>● NM Gross Receipts Tax (GRT)</td>
<td>● Earned Media/PR, including press releases, FAM tours (media events)</td>
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<td>● Strategic planning and research</td>
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<td>● Product development</td>
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<td>● Office supplies</td>
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<td>● Lobbying</td>
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<td>● Attendance/Individual registration fees for educational conferences, trade shows, &amp; advocacy programs</td>
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<td></td>
<td>● Subscriptions and membership dues</td>
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<td></td>
<td>● Travel expenses, food, and any beverages</td>
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<td></td>
<td>● Purchases or rentals of equipment and supplies</td>
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<td>● Employee salaries, personnel costs or hours; contractor hours or consulting fees</td>
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<td>● Infrastructure, including construction of facilities or modification of eligible historic structures</td>
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FY24 CoOp Program Process

1. **PARTNER PRIORITIES & SITUATION ASSESSMENT**
   - Share your specific situation and marketing priorities through online survey
   - DUE FEB 24

2. **SMART SELECT MENU**
   - Receive your customized “Smart Select” Media Menu Plan (MMP)

3. **MEDIA CONSULT**
   - Consult with CoOp Team & media experts to discuss recommended media options and plan your application

4. **APPLICATION**
   - Submit application to opt-in to any Smart Select MMP options and/or request FLEX funds for other initiatives
   - DUE APR 21
FY24 Timeline

**MARCH 21**
Application OPENS
Partners receive Smart Select Menus for consideration

**MARCH/APRIL**
1:1 Marketing Consultations
(mandatory for new prospective partners)

**APRIL 21**
APPLICATION DEADLINE:
FY23 MMP Selects + Flex Fund Requests

**MAY 22**
Award Announcements

**AUGUST**
1st available in-market dates

**FEBRUARY 24**
SURVEY DUE: Partner priorities & situation assessment

**JULY 10**
1st 50% Partner PAYMENT DUE to NMTD
NEW MEXICO TRUE

We look forward to our journey

TOGETHER

Questions?
Appendix

1. Summary of Program Architecture: **Media Menu Plan**
2. Summary of Program Architecture: **FLEX**
## FY24 Program Architecture – Media Menu Plan (MMP)

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<th>Eligible Entities</th>
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<td>STEP 1: Complete Partner <strong>Priorities &amp; Situation Assessment Survey</strong></td>
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<td>STEP 3: Upload Flex Requests with MMP &quot;Smart Select&quot; request confirmation via <strong>SM Apply</strong></td>
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<td><strong>Support Available</strong></td>
<td>Partner Service Representative (PSR) + Media Planning Consults</td>
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| **Application Due Date** | Partner Priorities & Situation Assessment: **Closes Feb 24**
MMP Selects & Flex Fund Requests: **Due April 21** |
| **NMTD Funding** | 2:1 $ Match for ALL partners* (Consider local collaborations - up to 49% of Partner $ from private sources - 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 7/10/23 and final 50% due 12/1/23
NMTD pays vendors |
| **Execution Process** | NMTD CoOp Team provides:

- Vendor negotiations
- 1:1 media planning consult (including 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 |

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* $ Awards pending funding outcomes of 2023 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
### FY24 Program Architecture – Flex

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