

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

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



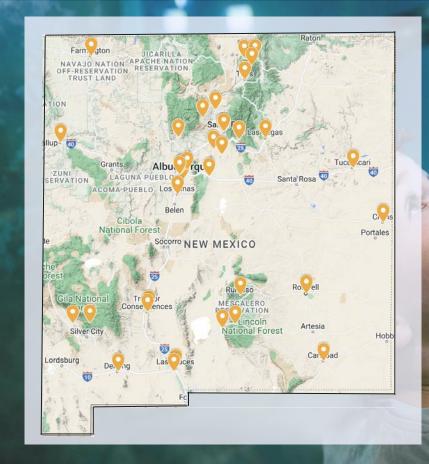
DELIVER

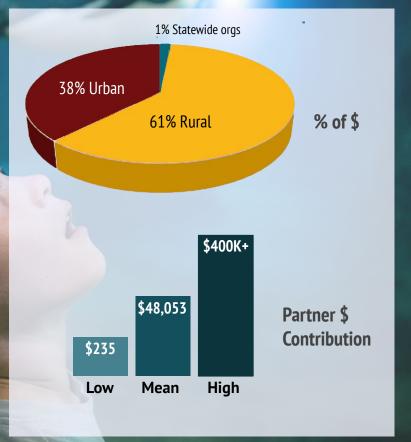
performance reporting to measure impact & inform optimization



Program serves a diverse range of partners







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

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

FY24 Roles: MMP



NMTD CoOp Team

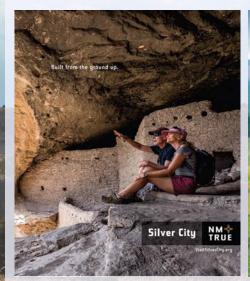
- Handle media vendor Insertion Orders, Purchase Orders, and Payments.
- Supply useful tools that provide all production specs and requirements in a practical format.
- Negotiate all production timelines with vendors.
- Deliver all assets and traffic all ads to vendors.
- Manage production process on 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

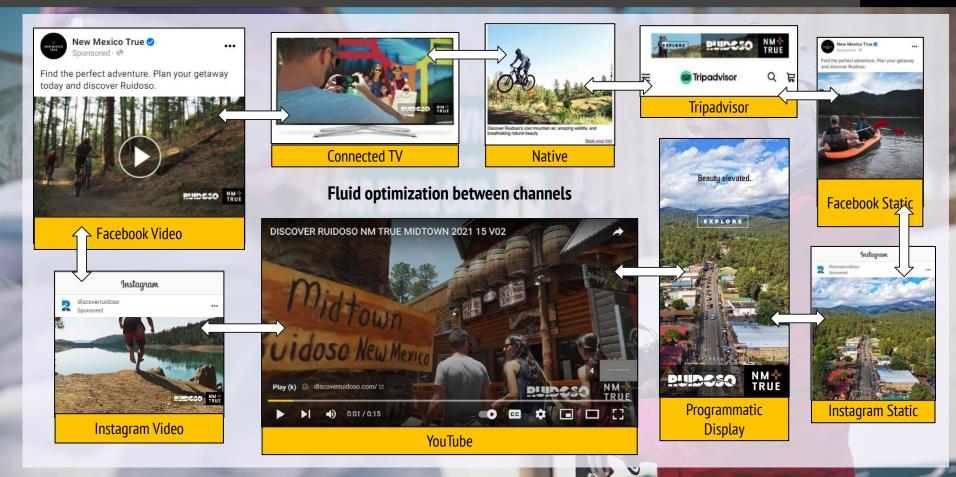
A reflection of the authenticity of our state

Focus on site-doing

Connection through **storytelling**

MMP Highlights: Digital Packages with Smart Optimization





MMP Highlights: Co-Branded Content Creation



VIDEO/PHOTO

















MMP Highlights: Print & Out of Home



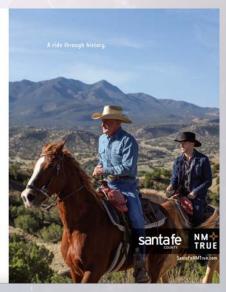


PRINT



STEEL Specia Print

belefy Restau-



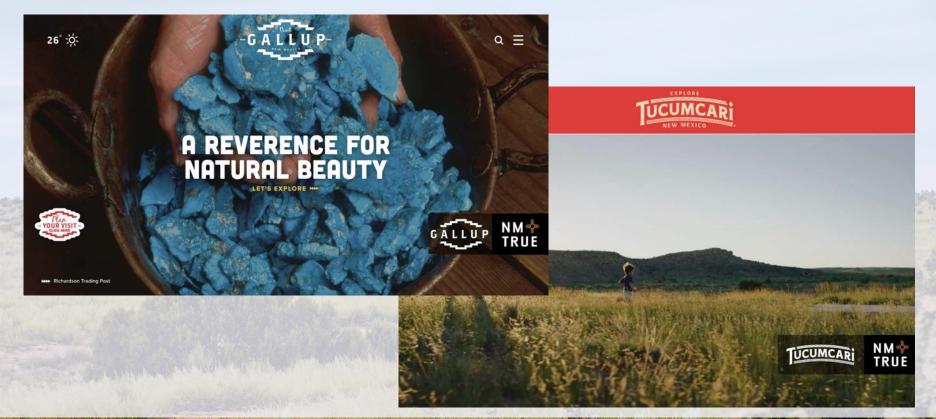


OUT OF HOME

MMP Highlights: Co-Branded Content Creation

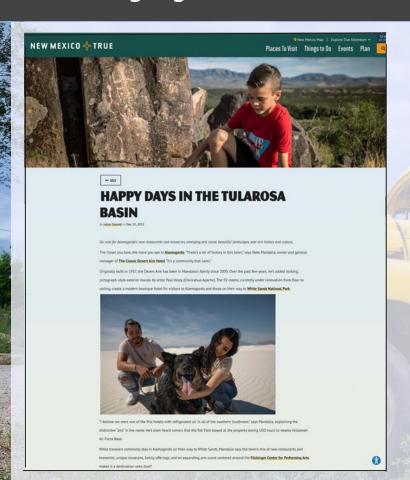


CUSTOM LOGO LOCKUPS



MMP Highlights: Social Content & Written Articles

















Events Integration: Tourism Events Growth & Sustainability Program (TEGS)



Technical Assistance

Event Accelerator

Promotion & Advertising

CoOp Marketing

Sponsorship

Event Sponsorship











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FLEX (FLEX PLAN)



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

FY24 Roles: Flex



NMTD CoOp Team



Partner

- Facilitate reimbursement request process.
- Issue reimbursements per Flex award, once proof of creative approval, placement, and payment is received.

- 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



What's In (Eligible)



What's Out (Ineligible)

- 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)
- Meetings & Convention and Group Travel Marketing initiatives
- Trade Show exhibits and booth rentals
- NM Gross Receipts Tax (GRT)

- In-kind partner contributions
- Printed collateral and branded merchandise
- Agency commissions and fees
- 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

FY24 CoOp Program Process

Share your **specific situation** and **marketing priorities** through **online survey**

DUE FEB 24

ASSESSMENT

Receive your **customized "Smart Select" Media Menu Plan** (MMP)

SMART SELECT MENU

Consult with CoOp Team & media experts to discuss recommended media options and plan your application

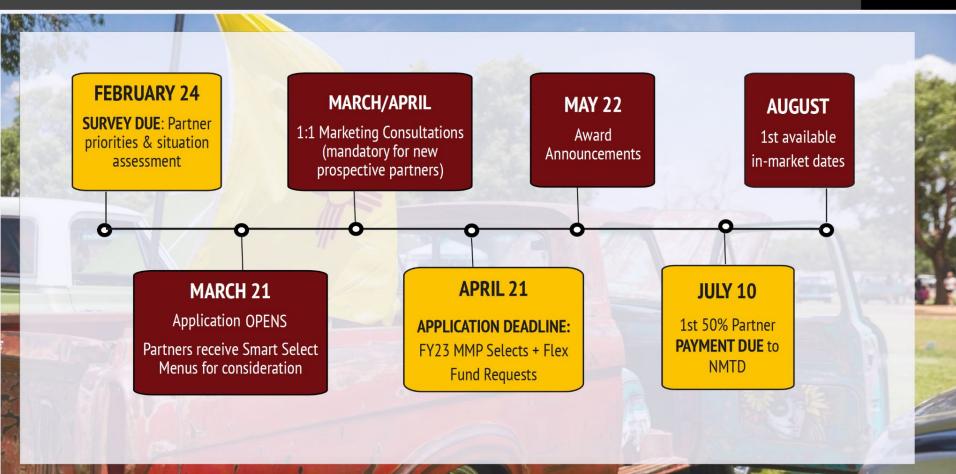
MEDIA CONSULT

Submit application to opt-in to any **Smart Select MMP** options and/or request **FLEX** funds for other initiatives

APPLICATION

DUE APR 21





Contact us! Your New Mexico True CoOp Team





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Celia@NMTrueCoOp.org 505-515-4189

Your Partner Service Representatives



SHELBY TURNER-GEORGE



RONDA IVY MCLEOD



CHRISTI RIGBY



AMANDA CROCKER

We are here for you!





FY24 Program Architecture – Media Menu Plan (MMP)



Eligible Entities	Tourism-related IRS non-profits + tribal and local governments
Application Process	STEP 1: Complete Partner Priorities & Situation Assessment Survey STEP 2: Review customized "Smart Select" MMP Plan & Identify any gaps for which to request Flex Funds STEP 3: Upload Flex Requests with MMP "Smart Select" request confirmation via SM Apply
Support Available	Partner Service Representative (PSR) + Media Planning Consults
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

^{* \$} 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



Eligible Entities	Tourism-related IRS non-profits + tribal and local governments
Application Process	STEP 1: Complete Partner Priorities & Situation Assessment Survey STEP 2: Review customized "Smart Select" MMP & Identify any gaps that could be filled with Flex Requests STEP 3: Upload Flex Requests with MMP "Smart Select" request confirmation via SM Apply
Support Available	Marketing Planning Consultations
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 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.
Execution Process	→ Vendor negotiations → Creative trafficking to media vendors → Insertion orders → Applying for reimbursement within 30 days of in-market date → Vendor payments → 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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