



NEW MEXICO  **TRUE**

**COOPERATIVE
MARKETING Program**

FY24 Highlights



FY25 Overview

NM 
TRUE





FAST FACTS

New Mexico True Cooperative Marketing Program

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



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WHY?

Why should you participate?

Triple the impact of your marketing investment with a **2-to-1 \$ match*** on awarded initiatives

Leverage the brand power of New Mexico True

Customized marketing plans and **expert assistance**

Proven results with **robust performance measurement**, including a custom dashboard, real-time digital optimization and quarterly reporting

*Confirmation of NMTD matching level pending outcomes of 2024 Legislative Session



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WHO?

Who can participate?

Local and tribal **governments**

Tourism-related IRS **non-profit organizations** and attractions

Entities with a **wide range of budgets** and marketing **goals**

*Confirmation of NMTD matching level pending outcomes of 2024 Legislative Session

The New Mexico True Brand, since its inception in 2012, has been a **reflection of the authenticity** of the Land of Enchantment, promoting its unique appeal of “Adventure Steeped in Culture.”

The Brand is:

- Nationally **recognized**
- **Award**-winning
- Responsible for **increased numbers of visitors** to our state and the amount they spend during their stays
- Consistent in showing **year-over-year** success
- **Available to YOU to harness and use to your community's advantage**



The Proof is in the Numbers:

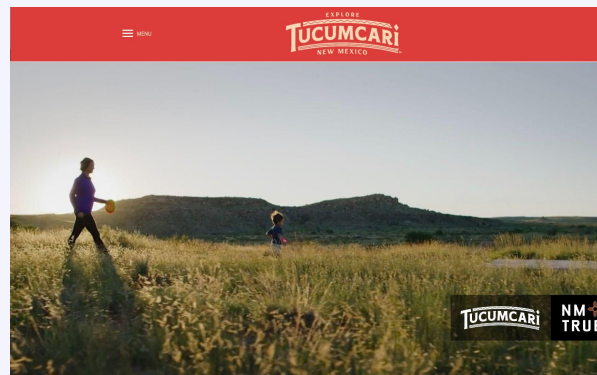
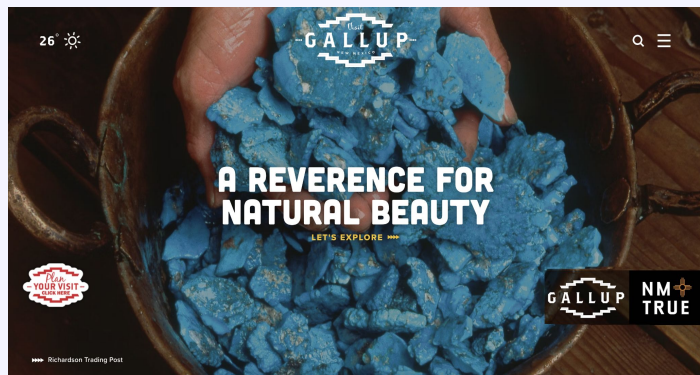
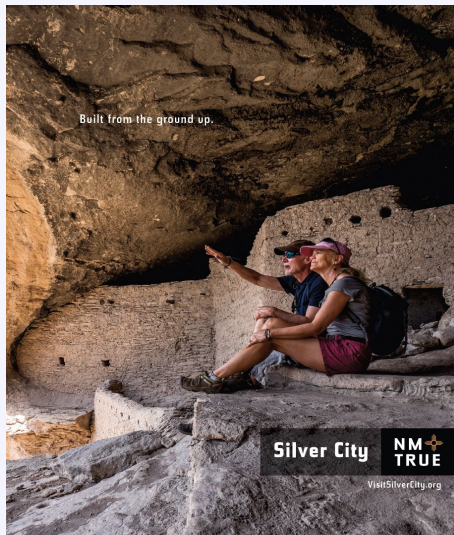
Direct visitor spending reached an **all-time record high** in 2022:
\$8.3 billion

“A rising tide lifts all boats.”

New Mexico True Brand
PROVEN SUCCESS



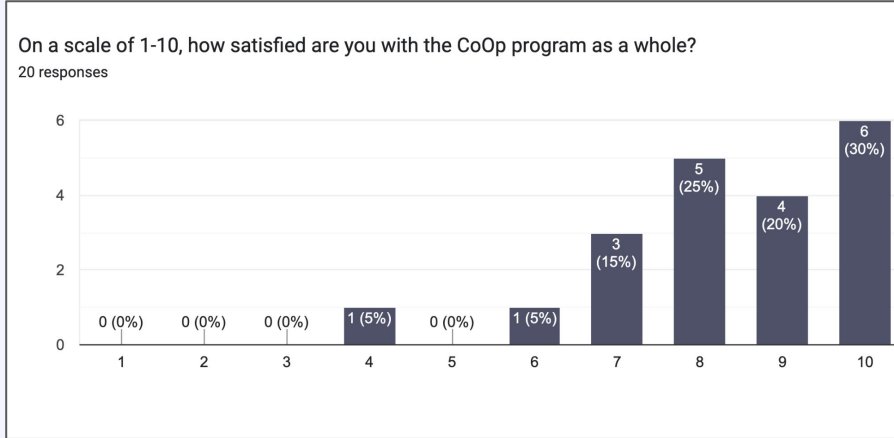
ONE BRAND MANY OBJECTIVES



What Partners are Saying

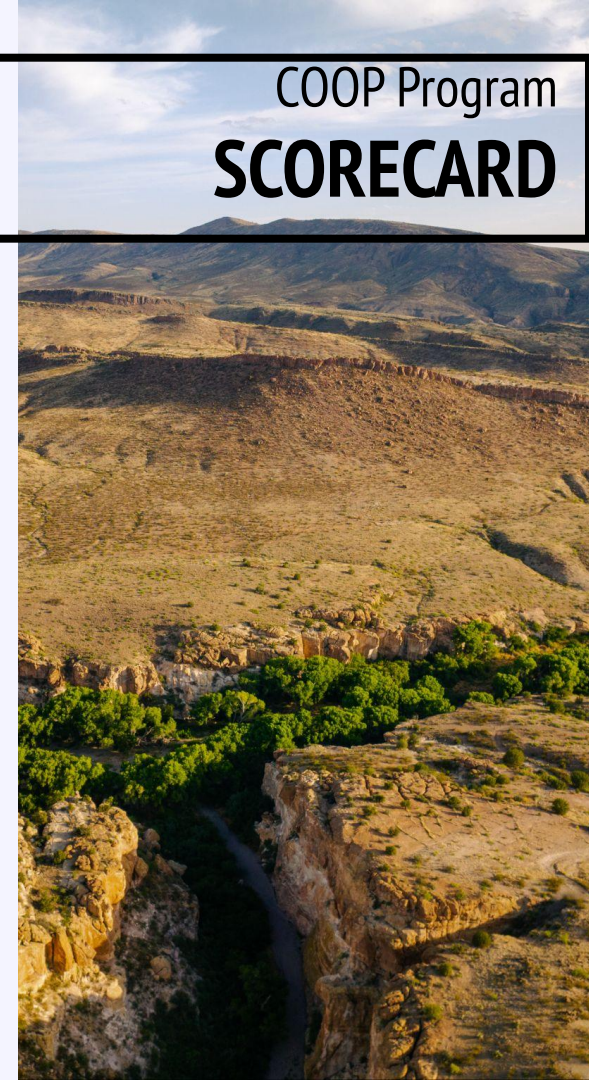
COOP Program SCORECARD

Overall
program
satisfaction



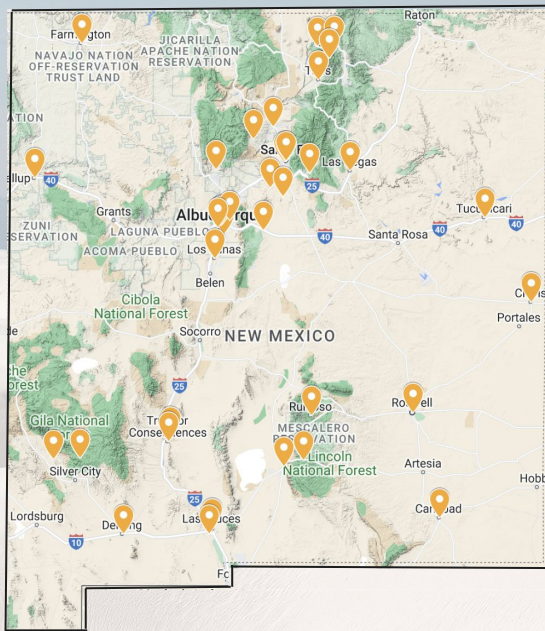
Noticeable Improvements in FY24

- 01 Communication and Service from CoOp Team
- 02 Simplification of Partner Inputs
- 03 Streamlining of Performance Reporting
- 04 Media Menu Plan Offerings



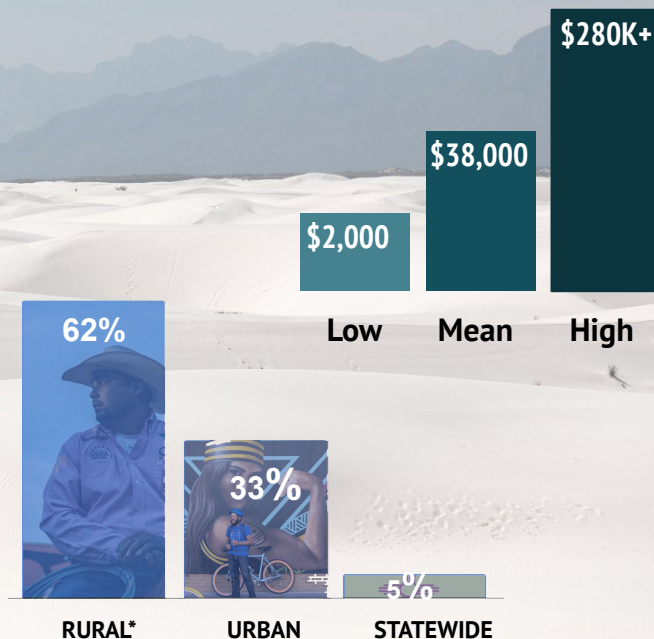
PROGRAM DESIGNED TO SERVE DIVERSE PARTNERS

DIVERSE DESTINATIONS



*

DIVERSE SITUATIONS

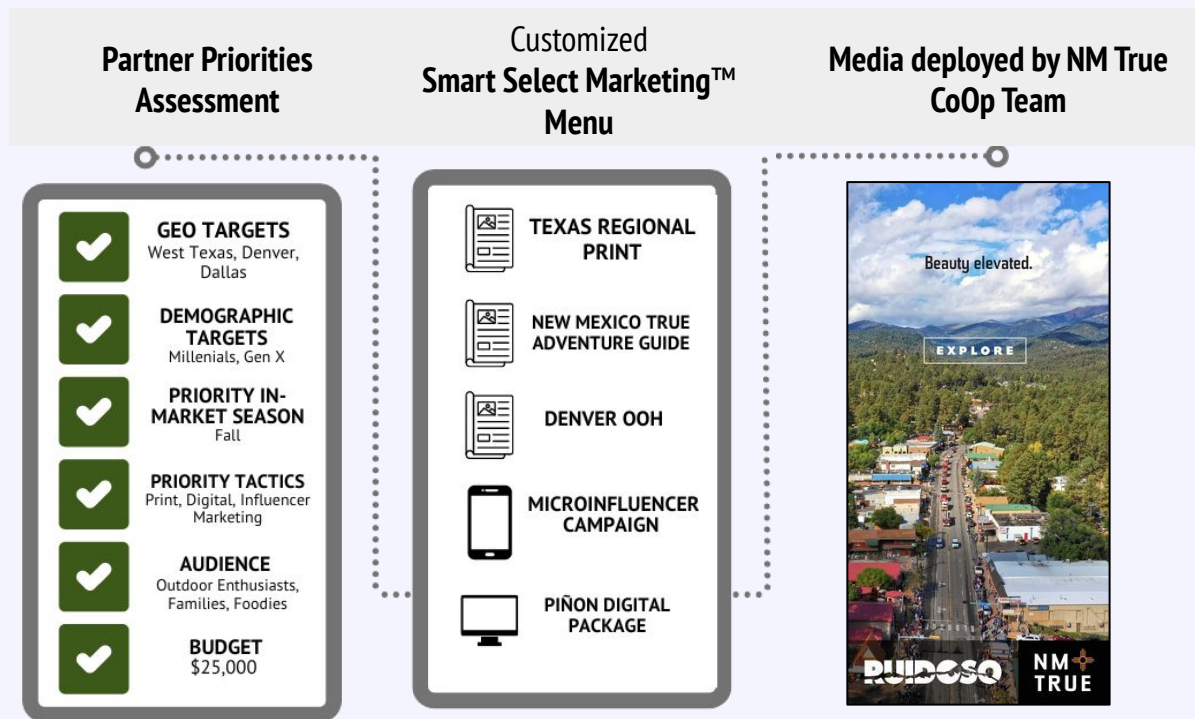


*Includes a record number of tribal entities

FY25 COOP PROGRAM OVERVIEW

Customized Menu to Meet **your** Needs

+ **Smart Select Marketing™** menus provide **unique offerings** of content & media options at negotiated rates, based on **your** Priorities & Situation Assessment Survey



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REQUIRED
SURVEY
DUE FEB 24

Partner Priorities Assessment

Customized Smart Select Marketing™ Menu

Media deployed by NM True
CoOp Team



GEO TARGETS

West Texas, Denver,
Dallas



DEMOGRAPHIC TARGETS

Millennials, Gen X



PRIORITY IN- MARKET SEASON

Fall



PRIORITY TACTICS

Print, Digital, Influencer
Marketing



AUDIENCE

Outdoor Enthusiasts,
Families, Foodies



BUDGET

\$25,000



TEXAS REGIONAL PRINT



NEW MEXICO TRUE ADVENTURE GUIDE



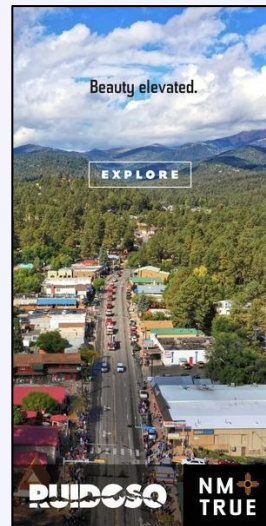
DENVER OOH



MICROINFLUENCER CAMPAIGN



PIÑON DIGITAL PACKAGE



VIDEO & STILL PHOTO



FY24 CONTENT CREATION HIGHLIGHTS TO DATE



WRITTEN ARTICLES & SOCIAL CONTENT

NEW MEXICO TRUE

Places To Visit Things To Do Events Plan

11 MIN

Silver City Glims

By Kelly Korte | Nov 12, 2023

Kyle Durie hears it all the time: it's so green in Silver City. "Visitors from Arizona and Texas say that constantly," she says. "They think that New Mexico is all sandy desert. Silver is definitely not that! It really feels like somewhere else."

Silver (they the "N" part) to say it like the locals do at 6,000 feet in elevation and less close to Mexico than Albuquerque, in the state's southern corner. The altitude means that summers aren't as hot, and the desert means visitors aren't as far from the coast to other New Mexico locales. Another fact that surprises visitors when they hit this gateway to the Gila National Forest, Gila Cliff Dwellings National Monument, and Continental Divide Trail.

In 2013 Durie arrived in this laid-back town of 12,000. She was looking for blue skies and more sunshine than Portland, Oregon, offered. She brought with her **Power & Light Press**, a boutique letterpress shop where witty and sometimes raucous cards (she calls them "bad cards for good people") posters, tote bags, and other merchandise blend modern sans with a 15th-century technique. P&L's pairing of history with today's sensibilities is also a good metaphor for a town that's steeped in the past but thriving with cutting-edge verse.

As a road trip destination, Silver is far enough off major highways that it has maintained the quiet ambience that has long appealed to writers, cowboys, and artists. Brightly painted Victorian-era architecture abounds, and these days many of these buildings house

West Central Route 66 Visitor Center at Nine Mile Hill 12300 Central Ave SW 67121 12:00 pm - Thursday, October 19 MDT

We had a great turn out at our #Route66 West Fest a few weeks ago! Keep an eye out for more events and car shows coming to the Visitor Center! 🤘🇺🇸

@iliketoseeeverythinginneon

New Mexico True

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

discoverruidoso.com
Closer to nature
Plan your trip!

176 7 comments 9 shares

New Mexico True

From downhill excitement to relaxing in a cabin, Ruidoso delivers. Discover the wonder of a Ruidoso winter with your

discoverruidoso.com
Plan your trip
Discover Ruidoso

271 19 comments 34 shares

FY24 CONTENT CREATION HIGHLIGHTS TO DATE

visitgallup 12:00 am - Tuesday, October 17 MDT

visitgallup Original Audio

When the sun goes down, things get bright! Neon signs are part of Gallup's heritage and the tradition of historic Route 66.

skinewmexico 4:20 pm - Friday, September 29 MDT

skinewmexico NM TRUE

Original Audio

It's never too early to get your little ones out there on the slopes. Sign them up for lessons to help sharpen their skills and explore more of the beautiful state of New Mexico.

SPONSORED CONTENT

5 Reasons to Love Santa Fe County



1. DIVERSITY Santa Fe County is a melting pot of cultures, offering a unique blend of traditions and experiences. From the historic adobe architecture to the vibrant arts scene, there's something for everyone.

2. SCENIC BEAUTY The county is surrounded by stunning natural beauty, including the Sangre de Cristo Mountains and the Rio Grande. It's a perfect spot for outdoor enthusiasts looking for hiking, skiing, or simply enjoying the view.

3. HISTORIC HERITAGE Santa Fe County has a rich history, with many well-preserved historic sites and buildings. The Santa Fe Plaza, a National Historic Landmark, is a great place to learn about the area's past.

4. CULINARY DELICIES The county is known for its exceptional food and drink, featuring a mix of traditional New Mexican flavors and modern culinary techniques. From local farm-to-table produce to gourmet dining, the options are endless.

5. COMMUNITY The people of Santa Fe County are known for their warm hospitality and strong sense of community. Whether you're a resident or a visitor, you'll feel like you've found a new home.

VisitSantaFe.com

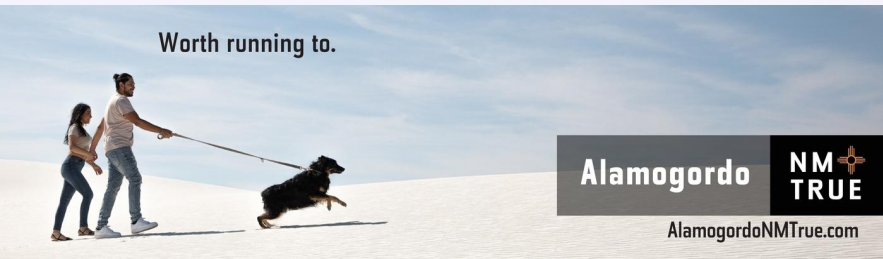


Woven in tradition.

santa fe COUNTY **NM TRUE**

SantaFeNMTrue.com

FY24 PRINT & OOH HIGHLIGHTS TO DATE



Worth running to.

Alamogordo **NM TRUE**

AlamogordoNMTrue.com



Moments with meaning.

santa fe COUNTY **NM TRUE**

VisitSantaFe.com



Mission accomplished.

Alamogordo **NM TRUE**

AlamogordoNMTrue.com

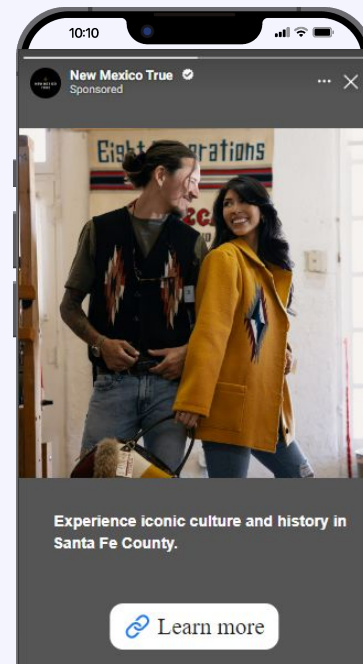
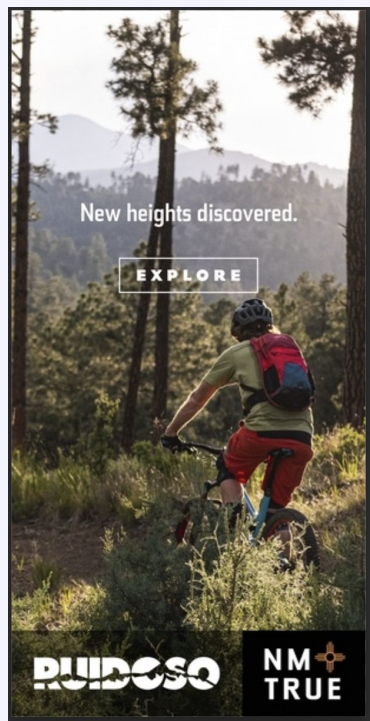


Now showing.

Las Vegas **NM TRUE**

VisitLasVegasNM.com

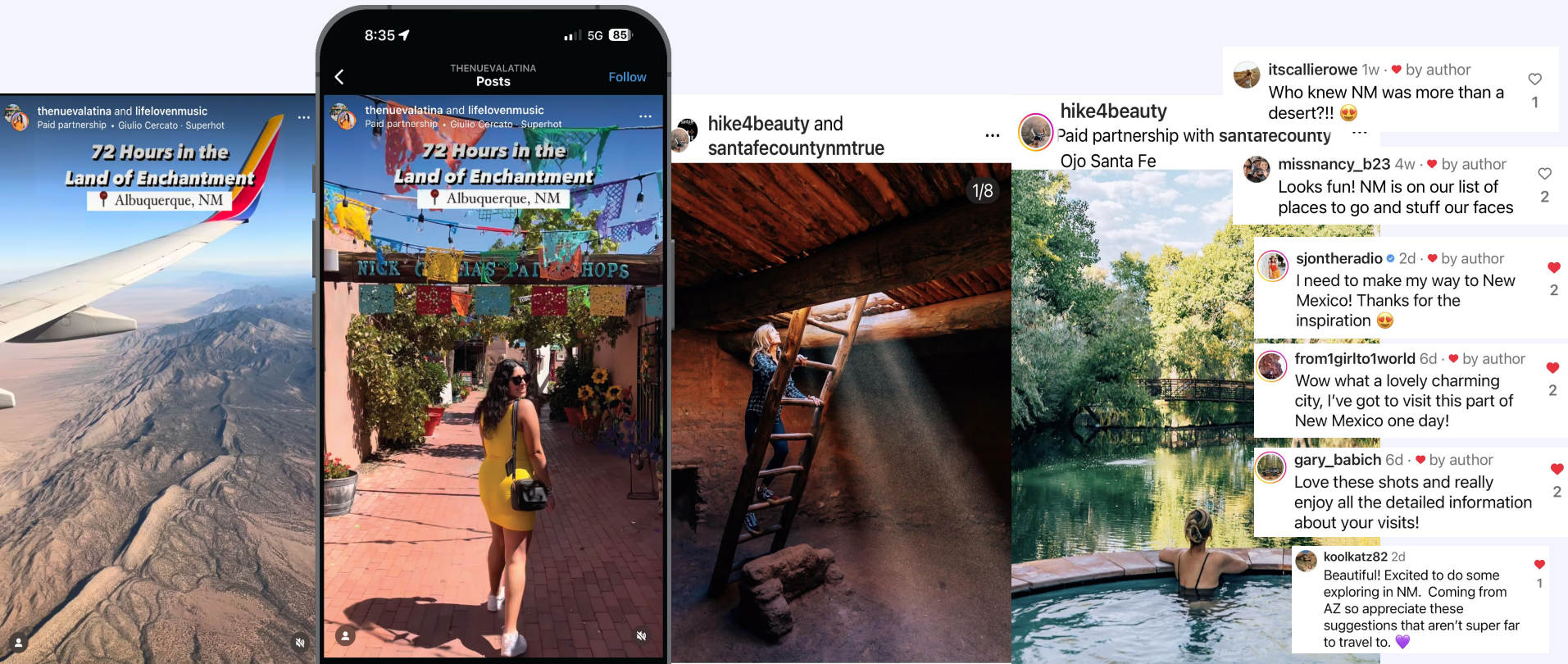
FY24 DIGITAL HIGHLIGHTS TO DATE





FY24 MICRO-INFLUENCER HIGHLIGHTS TO DATE

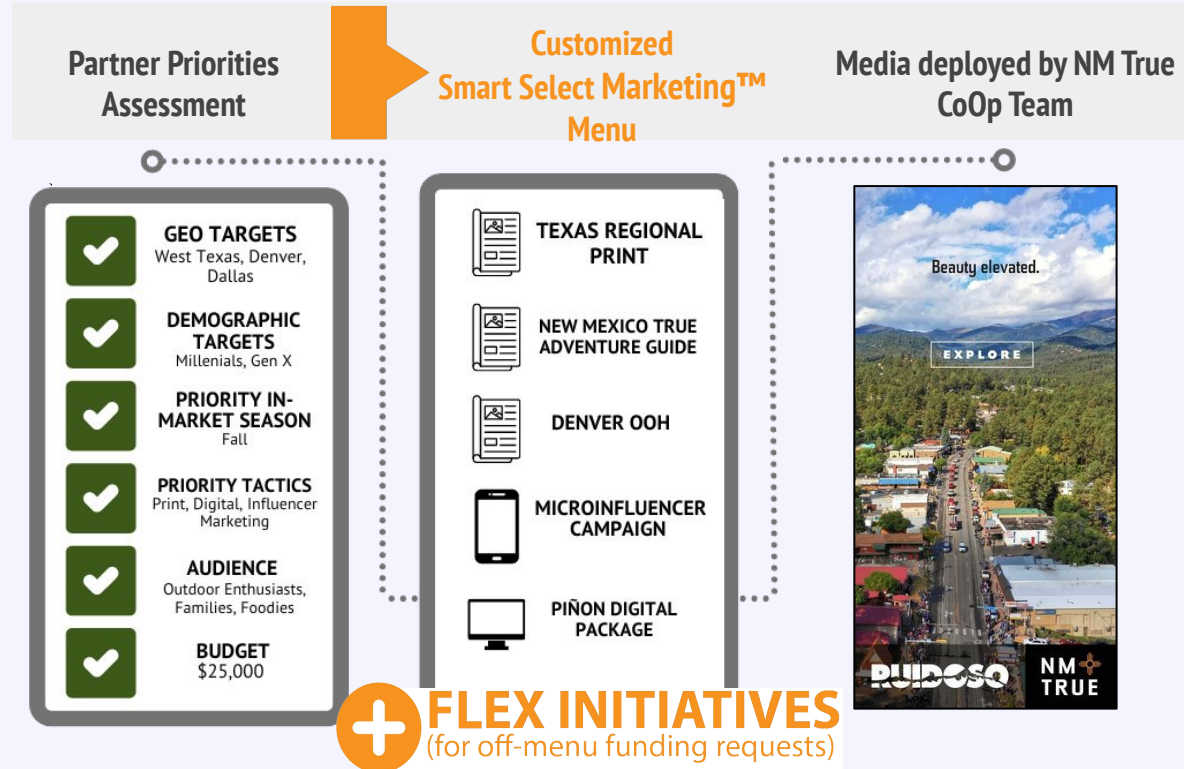
FY24 MICRO-INFLUENCER HIGHLIGHTS TO DATE



FY25 COOP PROGRAM OVERVIEW

REQUEST FLEX FUNDING FOR ELIGIBLE OFF-MENU INITIATIVES

+ **Smart Select Marketing™** menus provide **unique offerings** of content & media options at negotiated rates, based on **your** Priorities & Situation Assessment Survey



MMP VS FLEX INITIATIVES: What's the Difference?

Media Menu Plan (MMP)

- Initiatives on your Smart Select Marketing™ Menu, customized based on **your specific priorities** and needs
- Only **Partner Share** ($\frac{1}{3}$ total \$*) **due to NMTD Upfront**
- **CoOp Team manages** planning, negotiation, execution, trafficking creative, and reporting

FLEX

- **Off-menu** marketing initiatives (see appendix for specifics on eligible/ineligible expenses)
- **100% Partner Funded to Vendor Upfront** (Reimbursement of Eligible Expenses post-execution & required reporting)
- **Partner handles all** marketing planning, execution, and reporting

Both MMP & Flex eligible for **2:1 NMTD Match** of Partner \$*

Both MMP & Flex require all NM True brand creative to **meet brand standards and be approved** by NMTD

Both MMP & Flex required any advertised or linked **URL to feature partner's NM True logo lockup** above the fold

TEGS: Tourism Events Growth & Sustainability Program

Stay Tuned for Application Information

- Provides technical assistance, marketing, and sponsorship to qualified tourism events within New Mexico to support their growth and sustainability
- Three avenues for support
- Available to non-profit events organizations, DMOs, and local and tribal governments who produce events as part of their tourism strategy

Technical Assistance

Event Accelerator

Promotion & Advertising*

CoOp Marketing

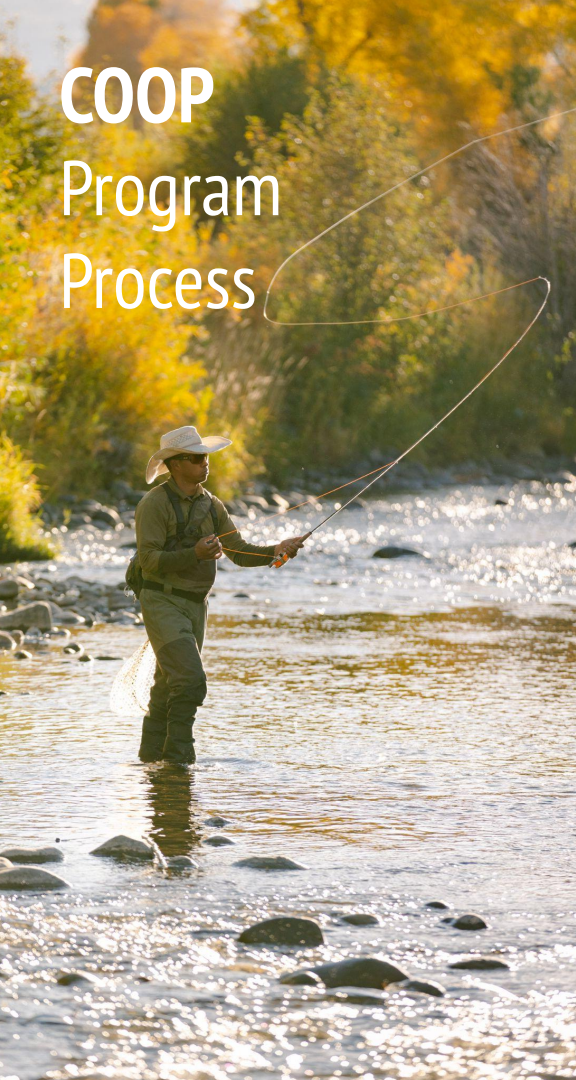
Sponsorship

Event Sponsorship

*Featuring **Smart Select Marketing™** menu options that are specifically tailored to the needs and timelines of events

TRUE Events:
TEGS





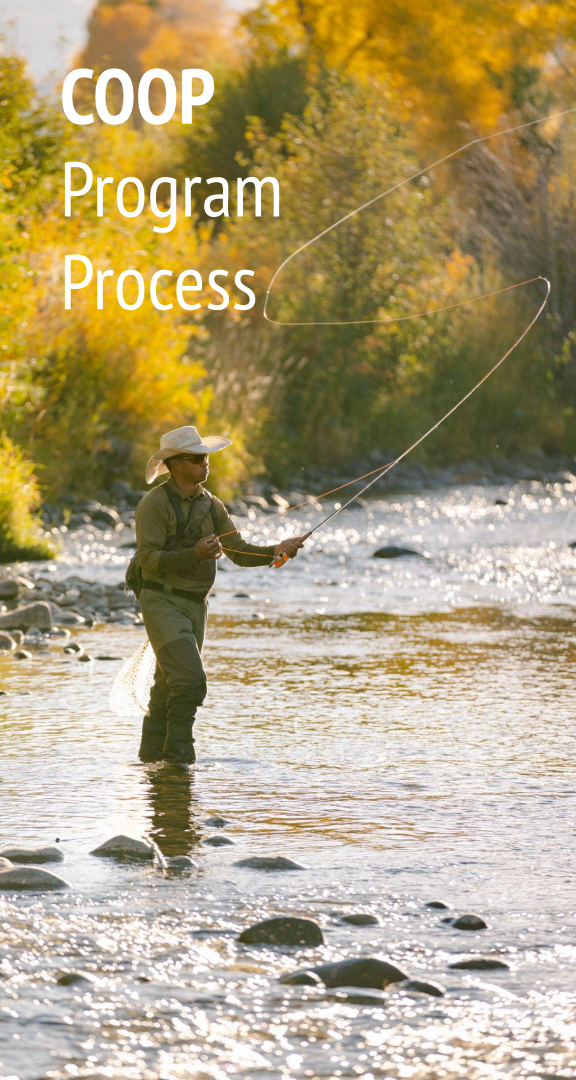
COOP Program Process

01

PARTNER PRIORITIES &
SITUATION ASSESSMENT

DUE
FEB 24

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



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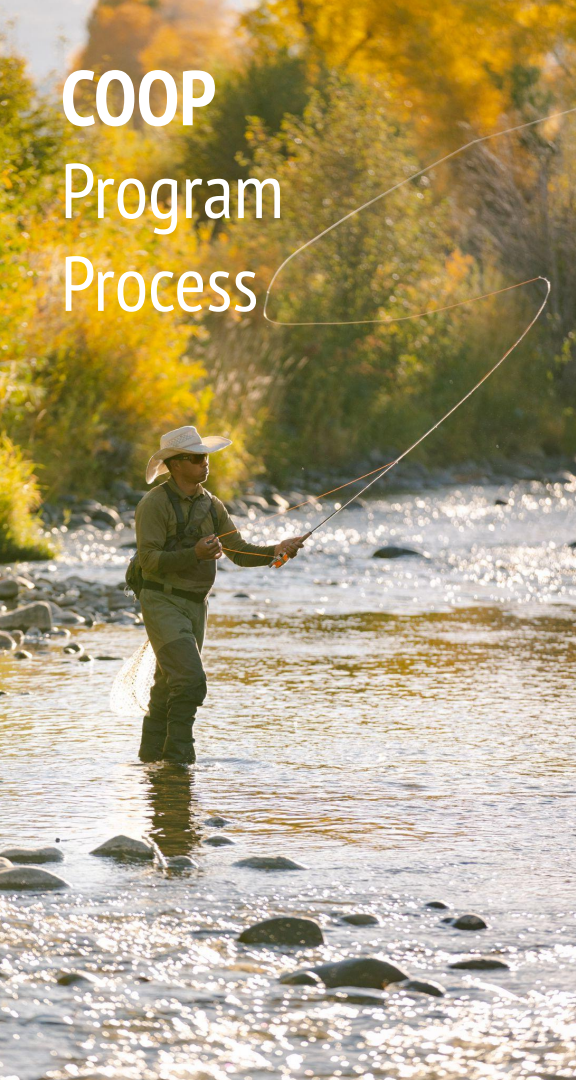
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02

SMART SELECT MENU

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



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MARKETING CONSULT

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



COOP Program Process

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04

APPLICATION

DUE
APR 9

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

FY25 TIMELINE



WEEK OF

02/01

Partner **Survey Opens**

02/24

Survey **Closes**

03/05

Application **Opens**

04/09

Application **Closes**

05/13

Award Announcements

05/31

Signed Agreements Due

07/10

First Partner **Payment Due**

12/02

Second Partner **Payment Due**



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Your Partner Service Representatives



SHELBY GEORGE



CHRISTI RIGBY



RONDA IVY McLEOD



AMANDA CROCKER

We are here for you!

NEW MEXICO TRUE

We look forward to our journey
TOGETHER



Let's go!

Appendix

01 CoOp Team and Partner Roles: **Media Menu Plan**

02 CoOp Team and Partner Roles: **FLEX**

03 Eligible/Ineligible Expenses: **FLEX**

Media Menu Plan Initiatives: COOPERATIVE ROLES

FY25 COOP PROGRAM ROLES

COOP TEAM:

- + Handles all interactions with media vendors, including payment and creative trafficking
- + Supplies Partner with production specs and requirements in a practical format
- + Facilitates all production processes and creative approvals
- + Keeps Partners informed on launch dates and deadlines
- + Tracks and optimizes live media as needed.
- + Provides comprehensive reporting to Partners

PARTNER:

- + Remit payments to NMTD 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.



FLEX Initiatives: COOPERATIVE ROLES

PARTNER:

- ✚ Negotiate programs with media vendors (estimates must be uploaded and submitted as part of CoOp application)
- ✚ Manage production process and secure NMTD creative approval through Brand Resource Hub
- ✚ Deliver all assets and traffic ads to vendors
- ✚ Handle media vendor payments
- ✚ Complete Flex reimbursement request within 30 days of in-market date for each initiative.
- ✚ Complete required reporting to NMTD by July 15, 2025

COOP TEAM:

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

FY25 COOP PROGRAM ROLES



FY25 FLEX: Eligible and Ineligible Expenses

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)
- **Leisure and Group Travel Marketing initiatives**
- **Consumer Trade Show exhibits and booth rentals**
- NM Gross Receipts Tax (GRT)

What's Out (Ineligible)

- In-kind partner contributions
- Printed collateral and branded merchandise
- Agency commissions and fees
- Creative production and ad design fees
- **Meetings & Convention Travel Marketing initiatives**
- 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
- Attendance/Individual registration fees for educational conferences, trade shows, & advocacy programs
- Subscriptions and membership dues
- Shipping costs, 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
- Lobbying

REFERENCE: FY25 Cooperative Marketing Program Summary

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 Funding 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 9	
NMTD Funding	2:1 \$ Match for ALL partners* (Consider local collaborations - up to 49% of Partner \$ from private sources - for greater impact)	
Brand Standards	<ul style="list-style-type: none">→ 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	
Funding Process	Media Menu (MMP) 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 7/10/24 with remainder due 12/2/24→ NMTD pays vendors	FLEX Fund Initiatives <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. Reporting Required.
Execution Process	NMTD CoOp Team provides: <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	Partner handles: <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

* \$ Awards pending funding outcomes of 2024 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