COOPERATIVE MARKETING Program

FY24 Highlights

+ 

FY25 Overview
NOTE: Confirmation of NMTD matching level pending outcomes of 2024 Legislative Session
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 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 can participate?

Local and tribal governments.
Tourism-related IRS non-profit organizations and attractions.
Entities with a wide range of budgets and marketing goals.
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.”
What Partners are Saying

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

*Includes a record number of tribal entities

RURAL* URBAN STATEWIDE

$2,000 $38,000 $280K+

62% 33% 5%

Low Mean High

*Includes a record number of tribal entities
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.
**FY25 COOP PROGRAM**

**OVERVIEW**

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

- **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

*Final confirmation of matching level and $ awards pending funding outcomes of 2024 Legislative Session*

**Media deployed by NM True CoOp Team**

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**REQU透ED SURVEY DUE FEB 24**

<table>
<thead>
<tr>
<th>Partner Priorities Assessment</th>
<th>Customized Smart Select Marketing™ Menu</th>
<th>Media deployed by NM True CoOp Team</th>
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**GEO TARGETS**  
West Texas, Denver, Dallas

**DEMOGRAPHIC TARGETS**  
Millenials, Gen X

**PRIORITY IN-MARKET SEASON**  
Fall

**PRIORITY TACTICS**  
Print, Digital, Influencer Marketing

**AUDIENCE**  
Outdoor Enthusiasts, Families, Foodies

**BUDGET**  
$25,000

**CUSTOMIZED MENU TO MEET YOUR NEEDS**

- **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

Silver City Gleams

West Central Route 66 Visitor Center at Nine Mile Hill
Am 881722
12:30 pm - Thursday, October 17 MDT

We had a great turn out at our #Route66West trip a few weeks ago! Keep an eye out for more events and car shows coming to the Visitor Center!

@Rettesteeeverything

Silver City Gleams

As road trip destinations, few can top the allure of Route 66. It’s not just the part of history that it evokes—well-preserved as memory, of course, but also the quintessence of travel—speed, freedom, and adventure. Whether you’re a history buff or simply a lover of the open road, Route 66 is an experience not to be missed. It’s a journey through time, a chance to step back into a world where life was simpler, and dreams were big.

When the sun goes down, things get bright! Neon signs are part of Gallup’s heritage and the tradition of Historic Route 66.
FY24 DIGITAL HIGHLIGHTS TO DATE
FY24 MICRO-INFLUENCER HIGHLIGHTS TO DATE
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.

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

FLEX INITIATIVES (for off-menu funding requests)
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 (⅓ 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

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

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

Technical Assistance
Event Accelerator
Promotion & Advertising*
CoOp Marketing
Sponsorship
Event Sponsorship
01 PARTNER PRIORITIES & SITUATION ASSESSMENT

DUE FEB 24

Share your specific situation & marketing priorities through online survey

COOP Program Process

02 SMART SELECT MENU

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

03 MEDIA CONSULT

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

04 APPLICATION

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

DUE APR 9
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<tr>
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COOP Program Process

01 | PARTNER PRIORITIES & SITUATION ASSESSMENT | DUE FEB 24 | Share your specific situation & marketing priorities through online survey

02 | SMART SELECT MENU | Receive your customized “Smart Select” Media Menu Plan (MMP)

03 | MARKETING CONSULT | Consult with CoOp Team & media experts to discuss recommended media options and plan your application
# COOP Program Process

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<tr>
<th>Step</th>
<th>Description</th>
<th>Due Date</th>
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<td><strong>APPLICATION</strong></td>
<td><strong>DUE APR 9</strong> Submit application to opt-in to any <em>Smart Select MMP</em> options and/or request <em>FLEX</em> funds for off-menu initiatives</td>
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FY25 TIMELINE

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
We look forward to our journey TOGETHER

Let’s go!
CoOp Team and Partner Roles: Media Menu Plan

CoOp Team and Partner Roles: FLEX

Eligible/Ineligible Expenses: FLEX
**Media Menu Plan Initiatives: COOPERATIVE 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**
<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>
</tr>
<tr>
<td>● Any media vendor of partner’s choice, including MMP vendors</td>
<td>● Printed collateral and branded merchandise</td>
</tr>
<tr>
<td>● Website development/enhancement and SEO (site must meet New Mexico True guidelines)</td>
<td>● Agency commissions and fees</td>
</tr>
<tr>
<td>● Leisure and Group Travel Marketing initiatives</td>
<td>● Creative production and ad design fees</td>
</tr>
<tr>
<td>● Consumer Trade Show exhibits and booth rentals</td>
<td>● Meetings &amp; Convention Travel Marketing initiatives</td>
</tr>
<tr>
<td>● NM Gross Receipts Tax (GRT)</td>
<td>● Fulfillment costs (direct mail or collateral distribution costs)</td>
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<td></td>
<td>● Earned Media/PR, including press releases, FAM tours (media events)</td>
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<td></td>
<td>● Strategic planning and research</td>
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<td></td>
<td>● Product development</td>
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<tr>
<td></td>
<td>● Office supplies</td>
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<tr>
<td></td>
<td>● Attendance/Individual registration fees for educational conferences, trade shows, &amp; advocacy programs</td>
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<tr>
<td></td>
<td>● Subscriptions and membership dues</td>
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<tr>
<td></td>
<td>● Shipping costs, travel expenses, food, and any beverages</td>
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<tr>
<td></td>
<td>● Purchases or rentals of equipment and supplies</td>
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<td></td>
<td>● Employee salaries, personnel costs or hours; contractor hours or consulting fees</td>
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<tr>
<td></td>
<td>● Infrastructure, including construction of facilities or modification of eligible historic structures</td>
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<td></td>
<td>● Lobbying</td>
</tr>
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</table>
**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**
- 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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<th>Media Menu (MMP) Initiatives</th>
<th>FLEX Fund Initiatives</th>
</tr>
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<tr>
<td>➔ Partner pays only Partner portion of MMP media cost (directly to NMTD or through partner's ad agency**, if applicable)</td>
<td>➔ Partner fronts <strong>100% of cost</strong> to vendors</td>
</tr>
<tr>
<td>➔ First partner payment due 7/10/24 with remainder due 12/2/24</td>
<td>➔ 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.</td>
</tr>
<tr>
<td>➔ NMTD pays vendors</td>
<td>➔ Partner handles:</td>
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<table>
<thead>
<tr>
<th>NMTD CoOp Team provides:</th>
<th>Partner handles:</th>
</tr>
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<tbody>
<tr>
<td>➔ Vendor negotiations</td>
<td>➔ Media planning and Vendor negotiations</td>
</tr>
<tr>
<td>➔ 1:1 marketing consult (w/ ad agency, if applicable)</td>
<td>➔ Insertion orders and Vendor Payments</td>
</tr>
<tr>
<td>➔ Custom production timelines &amp; instructions</td>
<td>➔ Creative trafficking to media vendors</td>
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<tr>
<td>➔ Insertion orders &amp; Creative trafficking to media vendors</td>
<td>➔ Applying for reimbursement within 30 days of in-market date</td>
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<tr>
<td>➔ Proof of placement and Reporting</td>
<td>➔ Reporting</td>
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* 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 age

**REFERENCE: FY25 Cooperative Marketing Program Summary**