

NEW MEXICO  TRUE
NEW MEXICO TOURISM DEPARTMENT

**TOURISM EVENT GROWTH &
SUSTAINABILITY PROGRAM
*FY25 PROGRAM GUIDELINES***

PROGRAM PURPOSE & OVERVIEW

This program provides technical assistance, sponsorship, and marketing and advertising to events within New Mexico to support their growth and sustainability.

The program offers three options for support:

Event Accelerator

Builds and improves events to prepare them for marketing and sponsorship. Technical assistance may provide tools such as an Online Discoverability Audit of the event and a strategy for building/improving the event website, social media presence, and/or online ticketing. Upon successful completion of the accelerator, the event may receive up to \$5,000 in reimbursement-based funding to execute the deliverables provided in the accelerator.

To participate, applicants must provide proof of event success/track record, local commitment, and a readiness to accelerate.

Event Sponsorship

Provides up to \$50,000 in sponsorship from NMTD and provides the opportunity to cobrand event with New Mexico True. See the New Mexico True Brand Style Guide on the TEGS webpage.

To participate, applicants must upload letters of support from the event's Town/City, County, Chamber, and DMO; provide brand impressions equal to the contract amount; and demonstrate advertising potential and ability to grow the event. Events must have a media/communications plan; a website and social media strategy; and a marketing budget. Applicants must also provide eventgoer numbers and demographics, as well as information about the event's economic impact on the community; data must indicate that the event has grown and is successful enough to attract sponsors.

CoOp Events Marketing Program

Secures marketing and advertising for events through a 2:1* matching investment marketing program in which awarded entities choose from a media menu up to an award of \$10,000.

To participate, events must have digital access to website and social accounts, and conversion potential on the event website.

CoOp funds will ideally be used for advertising outside of New Mexico, but because the state is large funds may potentially be used for advertising within New Mexico as well. As a rule of thumb, advertising cannot be located within 60 miles of the event location and preferably exceeds that range. All advertising must be co-branded with New Mexico True.

ELIGIBILITY

Eligible events must be tourism related and do **all** the following things:

- 1. Drive out-of-state travel.**
- 2. Drive in-state travel resulting in overnight stays.**
- 3. Provide an experience aligned with the New Mexico True brand.**

The New Mexico True brand seeks to promote tourism products and experiences centered around adventure, culture, and a thirst for authenticity. Events reflecting the New Mexico True brand represent the people, landscape, and cultures of New Mexico as honestly and faithfully as possible, bringing tourists (from near and far) a new perspective through firsthand experience. The New Mexico True brand also seeks to dismiss misconceptions and misunderstandings of the state, encourage staycations, and promote “adventure steeped in culture.”

Applicants must partner with an eligible fiscal agent (see III. FISCAL AGENT & CO-FUNDING REQUIREMENTS below) for all parts of this program.

Each part of the program has specific requirements for participation; see I. PROGRAM PURPOSE & OVERVIEW above for details.

Events may only participate in one track of the program per fiscal year.

Non-ticketed (free) tourism events are eligible so long as they meet the eligibility requirements.

Generally, only events with a proven history of success are eligible to apply for this program; however certain young events may be considered on a case-by-case basis.

Only New Mexico managed events taking place in New Mexico are eligible for program participation.

Guided tours and tourism product development are not eligible for this program.

FISCAL AGENT & CO-FUNDING REQUIREMENTS

Fiscal Agent

An eligible fiscal agent is required for all parts of this program.

Eligible fiscal agents include legal, nonprofit tourism-related organizations, as designated by the Internal Revenue Service (IRS), municipalities, counties, and tribal governments within the State of New Mexico that promote New Mexico as a visitor destination.

Municipalities, counties, tribal governments, other state entities and nonprofit organizations may serve as their own fiscal agent. For-profit applicants must partner with a government entity to serve as a fiscal agent.

Nonprofit organizations must be in good standing with the New Mexico Secretary of State and the New Mexico Department of Justice.

Co-Funding

The Event Accelerator and Event Sponsorship do not require a match or co-funding. The CoOp Events Marketing Program is a 2:1* matching investment marketing program in which awarded entities choose from a media menu up to an award of \$10,000. The co-funded award is strictly cash-only. Partners select from a Smart Select Menu and co-fund and co-buy the selected media with NMTD.

GENERAL APPLICATION GUIDELINES

Applicants may use one application to express interest in any or all tracks of the program and will be placed into the most appropriate track by NMTD. If applicants are deemed ineligible for Sponsorship or CoOp, but have not selected Accelerator in the application, they will be unable to participate in this year's edition of TEGS. Events may pick the track most appropriate to them. There is no requirement to begin in the Accelerator track.

One entity may apply for multiple events by completing an individual application for each event.

All funds will be awarded for use in the fiscal year in which the application is awarded (July 1 through June 30), but for events taking place in the summer, program participation may benefit the following year's edition of the event. May–September 2024 events may apply for the 2025 edition of the event.

If an event takes place as a series, you may submit one application, explaining that it functions as a series, as long as there is uniformity to the series in terms of marketing and programming.

Events may participate in the program in multiple years. The program is meant to foster growth and sustainability in tourism-driving events, and events may rise through the program as they

become ready.

APPLICATION & AWARD PROCESS TIMELINE

Step 1: Determine Eligibility

Identify an event which will participate in the program and ensure it meets eligibility requirements as defined above in II. ELIGIBILITY.

Step 2: Identify a Fiscal Agent

Identify an eligible fiscal agent as defined above in III. FISCAL AGENT & CO-FUNDING REQUIREMENTS.

Step 3: Apply

Complete the online FY25 application between Monday, March 18, 2024, and Tuesday, April 16, 2024, at 5:00pm (MDT).

Step 4: Review Period & Decision Notification

Applications will be reviewed May 2024.

Decision notifications will be sent in June 2024.

Agreements will be signed within the month following award notification.

SUBMISSION REQUIREMENTS

The Tourism Event Growth & Sustainability Program application can be accessed beginning March 18, 2024. The link will be available on the program page, [Tourism Event Growth & Sustainability Program \(TEGS\) \(newmexico.org\)](https://newmexico.org/tourism-event-growth-sustainability-program).

A sample application along with an accompanying definitions document will be provided on the website for your information and preparation.

APPLICATION EVALUATION CONSIDERATIONS

Event Eligibility

Event meets all program eligibility requirements as defined above in II. ELIGIBILITY.

Application Completeness

All sections of the application must be completed, with the exception of optional questions or upload sections.

Need for Technical Assistance

Events selected for participation in the TEGS Accelerator track will demonstrate a need for technical assistance provided by this program, such as online discoverability assessments, event on-site assessments, etc.

Sponsorship Readiness

Events selected for participation in the Event Sponsorship must demonstrate sponsorship readiness as defined in I. PROGRAM PURPOSE & OVERVIEW above.

Need for Marketing/Advertising Assistance

Events selected for participation in the CoOp Events Marketing Program will demonstrate a need for the marketing/advertising assistance provided by this program, as defined in I. PROGRAM PURPOSE & OVERVIEW above.

PROGRAM AGREEMENT

Awards will be officially executed upon receipt by NMTD of the signed grant agreement.

DISBURSEMENT OF FUNDS

Requirements for funding

- Scheduled calls and meetings have been attended.
- All required documentation and information has been provided.
- An eligible fiscal agent has been provided to administer funds provided through the program.

Event Accelerator Track

The event will receive technical assistance and up to \$5,000 in reimbursement-based funding to execute the deliverables provided in the accelerator program.

Deliverables for reimbursement:

- Pre-Approval: Provide scope of work with detailed deliverables that address the specific opportunities identified in the previously approved Plan for Funds which may be based on suggestions made in the Online Discoverability Audit.
- Reimbursement request with proof of execution and proof of payment to vendor.

Event Sponsorship Track

Events may receive up to \$50,000 in sponsorship from NMTD. The amount may be based on event attendance and provides the co-brand with New Mexico True.

<i>Tier</i>	<i>Maximum Award</i>	<i>Typical Number of Attendees</i>
1	\$5,000	Up to 4,999
2	\$10,000	5,000 – 9,999
3	\$20,000	10,000 – 24,999
4	\$30,000	25,000 – 49,999
5	\$50,000	50,000+

CoOp Events Track

Events will participate in a 2:1* matching investment marketing program in which awarded entities choose from a media menu up to an award of \$10,000. This co-funded award is strictly cash only. Awardees/partners select from a Smart Select Marketing menu and co-fund and co-buy the selected media with NMTD.

Deliverables:

- Provide menu of marketing opportunities.
- Assist partner in making appropriate selections.
- Upon receipt of MMP Partner funds, NMTD will:
 - Provide co-branded logo lockup;
 - Work with partner to produce creative and get approval per NM True specs;
 - Communicate with media vendors and secure ad placement and/or services as agreed upon;
 - Provide documentation to Partner to verify agreed upon deliverables were made;
 - Pay media vendors for ad placement and/or services;
 - Collect and share campaign performance measurement data with Partner.

ELIGIBLE EXPENDITURES

Event Accelerator Track

Eligible expenditures include the deliverables necessary to execute the findings/strategy identified via technical assistance. Sample deliverables include website creation or improvement, social media content creation, online ticketing platform creation, etc., to include NM True Brand impressions and NMTD hashtags.

Event Sponsorship Track

Sponsorable items will be identified and discussed prior to the execution of the grant agreement and will be mutually agreed upon between the event/fiscal agent and NMTD.

CoOp Event Advertising Track

Eligible expenditures include items featured on the proposed marketing menu.

PROGRAM ASSISTANCE

For further information or assistance, please contact NMTD at grantinfo@td.nm.gov.