NEW MEXICO ✺ TRUE

NEW MEXICO TOURISM DEPARTMENT

TOURISM EVENT GROWTH & SUSTAINABILITY PROGRAM
FY25 SAMPLE APPLICATION

This application is for the New Mexico Tourism Department's Tourism Event Growth and Sustainability (TEGS) Program which is a competitive grant that supports tourism events within New Mexico.

Events must do **all** three of the following to be considered:
- Drive out of state travel.
- Drive in state travel resulting in overnight stays.
- Provide an experience aligned with the New Mexico True brand of "adventure steeped in culture."

Nonprofit tourism related organizations, municipalities, counties, tribal governments and local governments, including special districts and political subdivisions, are eligible to apply. For-profit organizations may partner with one of the above to qualify for this program.

FY25 GRANT APPLICATION IMPORTANT DATES

- Application Webinar Friday, March 15th at 10am
    To register for the webinar, click here

- Application Opens: Monday, March 18th at 8am
- Application Closes: Tuesday, April 16th at 5pm

PROGRAM ASSISTANCE

To reach NMTD for assistance for all applicants, please email, grantinfo@td.nm.gov

✷ **This document is for previewing purposes only; all applications for the program must be completed and submitted via Survey Monkey Apply.**

INSTRUCTIONS

Please fill out each question to the best of your ability. The more complete your application, the more competitive your application will be.

Save your draft application as you go! To save scroll to the bottom of the application.

ORGANIZATION AND EVENT NAME

Name of Organization _____

Event Name _____

PRIMARY CONTACT INFORMATION

First Name _____

Last Name _____

Title & Role in Event _____

Address Line 1 _____

Address Line 2 _____

City _____

State _____

Zip _____

Email _____

Phone Number _____

Will the Primary Contact be the main contact for all TEGS grant correspondence if awarded?

- o   Yes
- o   No

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FISCAL AGENT INFORMATION

An eligible fiscal agent is required for all tracks of the TEGS grant program. Applicants may serve as their own fiscal agent if they meet one of the below definitions. Eligible fiscal agents are defined as: - 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.

The Accelerator and Sponsorship tracks do not require a match or co-funding. The CoOp track requires co-funding as a 2:1 ratio (Partner provides $1 for every $2 awarded by NMTD).

First Name _____

Last Name _____

Title & Role in Event _____

Address Line 1 _____

Address Line 2 _____

City _____

State _____

Zip _____

Email _____

Phone Number _____

Please upload a current W-9 form below.

⬆ Upload a file

If the applicant is a nonprofit organization, is the nonprofit in good standing with the New Mexico Secretary of State and the Department of Justice (formerly the Office of the Attorney General)?

- o   Yes, Organization is in Good Standing with Both
- o   No (Please Explain) _____
- o   Not Applicable (Organization in Not a Nonprofit)

Please upload IRS Nonprofit Letters for the applicant and/or fiscal agent, as applicable.

⬆ Upload a file

NEW MEXICO TOURISM DEPARTMENT PROGRAM PARTICIPATION

1) **Has the event and/or applicant organization previously participated in any NMTD programs, including TEGS?**

Programs: Clean & Beautiful, Cooperative Marketing, Earned Media Cooperative Program. Group Event Revenue Program, New Mexico True Certified, Rural Pathway Program, Strategic Events Recovery Readiness Initiative (SERRI), and TEGS.

- o   Yes
- o   No

2) **Please indicate all NMTD programs the event and/or applicant organization have participated in and associated fiscal years (July 1 - June 30, e.g. FY25 = July 1, 2024 - June 30, 2025). Leave items blank if neither event nor applicant have participated in a program.**

Program	Fiscal Years of Participation

3) **If you have previously participated in TEGS, please share how this impacted the event and/or prepared the event for next steps.**

    If you haven't participated in TEGS, please enter N/A.

PRIMARY EVENT DETAILS

4) Event Date(s) for 2024 or 2025, also include event edition number, e.g. 50th Annual Event

5) Event Type - Please check all that apply

- ☐ Concerts & Performances
- ☐ Festivals & Fairs
- ☐ Food & Wine
- ☐ Big Annual Markets
- ☐ Native American Events
- ☐ Balloon Fiestas & Rallies
- ☐ Sporting/Outdoor Recreation
- ☐ Cultural
- ☐ Other (Please Specify) _____

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6) Event Description

7) Current or Proposed Location(s)

8) Event Website URL

9) Social Media Platforms, Handles, and Branded Hashtags

e.g. Instagram, @newmexicotrue, instagram.com/newmexicotrue, #NewMexicoTRUE

10) Please provide an example of the event's current or most recent program/schedule of events.

⬆ Upload a file

11) What are the event's primary goals and vision? Who is the event meant to benefit?

12) What does success look like for this event? (This year and in the future).

13) Describe or upload the event's strategic marketing plan.

[⬆ Upload a file]

14) Describe or upload the event's multi-year budget and/or financial plan.

[   ]

[⬆ Upload a file]

15) Describe any plans to expand the event programming.

If none, enter N/A.

[   ]

16) Provide attendance numbers for the most recent event held. If the event has multiple components or is a multi-day event, include a detailed breakdown.

If attendance numbers were not collected, enter N/A and explain why.

[   ]

17) Anticipated attendance for future event (2024 and 2025 events and sub-events).

18) How do you anticipate TEGS funding impacting the attendance at your upcoming event? Describe how this estimate was created.

19) Where are event attendees from? List percentages and estimate if you don't know exact numbers.

List percentages and estimate if you do not know exact numbers. Local/Immediate region means county where the event is held, or the area within a 50-mile radius of the event.

- ☐ Local/Immediate Region _____
- ☐ New Mexico (Outside of Local/Immediate Region) _____
- ☐ National/Out-of-State _____
- ☐ International _____
- ☐ Other, please specify _____
- ☐ Unsure _____

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20) Is economic impact and/or attendee data currently collected? Select all that apply.

NMTD provides an event economic impact calculator (link below) to obtain and calculate the metrics requested in our applications and reports. We recommend our awarded partners use this tool so we may get the best quality of data possible.

Calculator: https://www.newmexico.org/industry/news/post/event-economic-impact-calculator-release/Percent of Attendees from Outside Community: Percent of attendees not living in the city/county/statistical area (as defined by event organizers) in which the event is held.

Average Number of Days Attended: Average number of days attendees were present at the event. Average Number of Nights in Area: Average number of nights attendees from out of the area stay in paid lodging, not with friends or relatives. Average Daily Spending on Other: Anything non-lodging/food/beverage (souvenirs, retail, fuel, etc.).

☐ Number of attendees and/or number of tickets sold

☐ Average group size

☐ Attendee demographics

☐ Ticket and/or package price

☐ Average number of days attended

☐ Average number of nights in area

☐ Percentage of attendees staying at commercial lodging

☐ Average nightly lodging cost

☐ Average daily spend on non-food/beverage items

☐ Attendee transportation type (car, RV, plane, etc.)

☐ Average transportation costs (including gas/fuel)

☐ Other, please specify _____

21) What methods are used to collect and analyze data? Upload any relevant economic impact and/or attendee data/reports from the event's most recent editions.

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[blank text box]
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┌─────────────────────────────────────────────────────────────────────────────┐
│                                                                             │
└─────────────────────────────────────────────────────────────────────────────┘
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Upload economic impact/attendee data reports.

⬆ Upload a file

22) What percentage of the event's total revenue currently comes from sponsorships?

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┌──────────────────────────────────────┐
│                                      │
└──────────────────────────────────────┘
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23) List all sponsorships/partnerships, existing and pending, for this event. This may include relationships with other organizations for the purpose of planning, marketing, and executing the event. It will also include financial or in-kind support received from an external person/organization to be used for the event.

If more convenient, you may upload a list of sponsorships/partnerships.

Existing Sponsorships/Partnerships	
Pending Sponsorships/Partnerships	

Upload list of sponsorships/partnerships

⬆ Upload a file

24) Please describe the current status of community buy-in for this event. Include support received, challenges, and how the community currently or potentially contributes to the event.

Community: Persons/entities affected by or involved in any stage of the event which may include:

- *local residents*
- *local businesses*
- *organizations*
- *public entities (Mayor's Office, Town Council, Chamber, DMO (destinations' main tourism organization), COG (Council of Governments)other elected*

- *officials*
- *utility companies*
- *State agencies local/immediate region media and sponsors*
- *volunteers and volunteer organizations*

<div style="border:1px solid #000; height:80px;"></div>

25) What additional people/groups (not already mentioned above) are included in event planning, implementation, and ongoing growth and improvement? What additional people/groups could be included going forward?

<div style="border:1px solid #000; height:200px;"></div>

26) Please upload letters of support from principal stakeholders. These may include:

- *Town/City*
- *County*
- *Chamber of Commerce*
- *DMO (main organization in charge of tourism)*

    ⬆ Upload a file

27) Describe any challenges the event experiences with the following:

If the event does not experience challenges with an item, reply place N/A in the text box.

Event Venue	
Staffing	
Funding and/or Finances	
Regulations and/or Permitting	

Talent and/or Programming	
Data Collection	
Insurance	

28) Which of the following weather challenges (if any) currently impact the event?

- ☐ Extreme Heat
- ☐ Extreme Cold
- ☐ High or Unfavorable Winds
- ☐ Rain
- ☐ Flooding
- ☐ Snow and/or ice
- ☐ Lack of snow and/or ice
- ☐ Other, please specify _____
- ☐ None

29) What specific needs does the event wish to address through participation in the TEGS program?

30) Please select all track(s) of TEGS for which you would like to apply.

- Event Accelerator Track offers online and onsite assessments and up to $5,000 to execute approved deliverable.
- CoOp Events Marketing Track offers up to $10,000 in a marketing award that is a 2:1 matching investment with NMTD.
- Event Sponsorship Track offers up to $50,000 in sponsorship from NMTD based on event attendance, ability to generate over-night stays, exposure of New Mexico True brand, etc.

If Accelerator is not selected and the event is determined ineligible for CoOp and Sponsorship, the event will not be able to participate in this year's TEGS program.

The questions below will change based on your track selection. This is an intended action to assist you in this process.

☐ Accelerator

☐ CoOp Events Marketing Program

☐ Sponsorship

SPONSORSHIP TRACK

S1) How much sponsorship will you be applying for? Please note chart with award tiers below.

Sponsorship awards are determined based on multiple factors, including attendance, economic impact, the event's ability to generate overnight stays, and brand visibility.

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Maximum Award	$5,000	$10,000	$20,000	$30,000	$50,000
Typical Attendance	Up to 4,999	5,000 – 9,000	10,000 – 24,999	25,000 – 49,999	50,000+

$ _____

S2) Provide a preliminary list of sponsorship deliverables the event would provide for the selected sponsorship level.

S3) If the event has pre-defined sponsorship tiers/packages, please upload a copy here.

⬆ Upload a file

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S4) Please provide a list of the event's current or potential sponsorable items. Sponsorable items may include products, spaces, infrastructure, packages, sub-events, stages, merchandise, VIP areas, etc. If more convenient you may upload a list.

List of current and potential sponsorable items may be uploaded here.

⬆ Upload a file

S5) In the event of weather-related cancellations, what contingencies (at or post-event) can be offered to extend sponsorship value?

COOP EVENT MARKETING TRACK

C1) Please click here to download the Smart Select Menu (excel document) for the menu of initiatives available to apply for.

Save and upload the Smart Select Menu with your initiative selections using the "Upload a file" button below.

⬆ Upload a file

C2) Which media channels and marketing tactics will be important to your event marketing strategy in FY25 (July 2024-June 2025)?

(select all that apply)

☐   DIGITAL: Social Media Advertising

- ☐ DIGITAL: Banner Ads
- ☐ DIGITAL: Video Ads
- ☐ DIGITAL: Sponsored Content Digital Advertising
- ☐ DIGITAL: Radio (e.g. Pandora)
- ☐ DIGITAL: Podcast Advertisements
- ☐ TRADITIONAL: Out of Home (e.g. vinyl billboards, digital boards, transit, or in-airport)
- ☐ TRADITIONAL: Print Display Advertising
- ☐ TRADITIONAL: Print Advertorial
- ☐ TRADITIONAL: Broadcast Television
- ☐ TRADITIONAL: Terrestrial Radio
- ☐ CONTENT CREATION: Social Media Content Creation (e.g. Influencer-style, ideal for use in paid/organic social media such as
- ☐ Instagram, TikTok, and/or Facebook
- ☐ CONTENT CREATION: Professionally produced (e.g. storytelling style, ideal for use on YouTube, Connected/Broadcast TV,
- ☐ Website, can be utilized on social media)
- ☐ OTHER: Influencer Marketing
- ☐ OTHER: Sweepstakes & Contests
- ☐ Other - Specify _____

C3) Please rank your top 3 GEOGRAPHIC target markets.

Must be more than 60 miles from your destination.

First Choice	
Second Choice	
Third Choice	

If you selected "other" in the previous question, please specify. _____

C4) Please rank your top 3 DEMOGRAPHIC target markets.

First Choice	
Second Choice	
Third Choice	

If you selected "other" in the previous question, please specify. _____

C5) Please rank your top 3 BEHAVIORAL/PSYCHOGRAPHIC target markets.

First Choice	
Second Choice	
Third Choice	

If you selected "other" in the previous question, please specify. _____

C6) What is the maximum total dollar amount you estimate may be available to you to market your event in FY25?

o $20,000+
o $15,000 - $19,999
o $10,000 - $14,999
o $5,000 - $9,999
o $2,500 - $4,999
o $0 - $2,499

C7) Does your event have a dedicated website or webpage with the primary purpose of attracting visitors to your event?

o   Yes - we have a dedicated event website/webpage
o   No - we do not have a website/webpage for our event
o   In the development process

C8) Below are the seven components of a tourism facing website/webpage for events. Please indicate which of the following you have integrated into

your site. Check all that apply.

- ☐ Concise event description on home page, with dates for upcoming edition
- ☐ Prominent Calls to Action throughout the site, especially on the home page, (e.g. Click Here to: sign up for event updates;
- ☐ purchase tickets; register for special events; plan your trip; shop for event merchandise; etc.)
- ☐ Trip planning resources on a tab called "Plan Your Trip" (hotels, maps, transportation, restaurants, things to do, sample itineraries,
- ☐ etc.) This can be a link directly to the local CVB or other useful trip planning resources that already exist.
- ☐ Overview of entire event schedule on one page, with photos and link to details about and registration for various activities
- ☐ Links to social media platforms
- ☐ Professional photography and videos to showcase what visitors can expect
- ☐ A clean, legible and easily recognizable logo (to be used on other platforms and merchandise as well)

C9) Do you have access to Google Analytics for your event website/webpage?

- o Yes
- o No

C10) Do you have Google Tag Manager installed?

- o Yes
- o No

C11) Who has access to make backend modifications (such as placing pixels) on your website?

- o Me/Internal Personnel
- o External Agency/Contractor
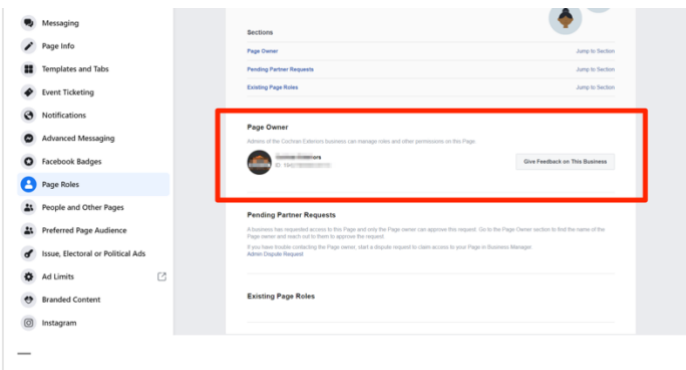- o N/A or Not Sure

C12) Do you currently have a dedicated event presence on the following Social Media channels? Check all that apply.

- ☐ Facebook
- ☐ Instagram
- ☐ Pinterest

☐ Twitter

☐ YouTube

☐ TikTok

☐ Snapchat
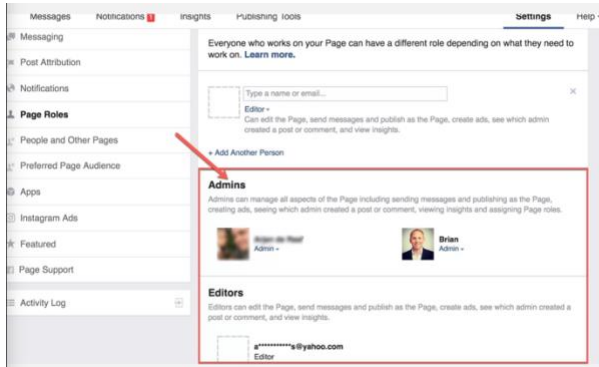
☐ None of the Above

☐ Other _____

C13) Are you a page OWNER for your Facebook account? Choose N/A if you do not have a Facebook page for your event.

o Yes

o No

o Not Sure

o N/A

C14) Are you a page ADMIN for your Facebook account? Choose N/A is you do not have a Facebook account.

o Yes

o No

o Not Sure

o N/A

C15) Do you already own high-resolution photo assets suitable for New Mexico True cooperative tourism advertising? Click here for image samples.:

High resolution meaning 300dpi (print) and 150dpi (digital). Sample images should feel spontaneous and unscripted; convey an emotion; be uniquely New Mexican; and/or connect people to the place/event.

o   Yes

o   No, we would need to shoot or acquire additional photo assets

If you selected "Yes" in the previous question, please provide sample photos.

⬆ Upload a file

C16) Do you already own high quality video assets suitable for New Mexico True cooperative tourism advertising? Click here for a link to the guidelines.

o   Yes

o   No, we would need to shoot or acquire additional video assets

If you selected "Yes" in the previous question, please provide a link to a sample video.

31) **Please use this section to upload any additional information/materials (e.g. images, videos, marketing/advertising materials, etc.) pertinent to this application.**

⬆ Upload a file

STATEMENT OF COMMITMENT

I, the undersigned, understand that this is a competitive grant. I certify that I have read and reviewed this application and all supporting documentation for completeness, quality, and accuracy. I agree to participate fully in the Tourism Event Growth & Sustainability Program (TEGS) if selected for participation. I understand that the New Mexico Tourism Department (NMTD) reserves the right to discontinue my participation in the program if I do not fulfill the commitments below at any point in the program. I agree to: Attend scheduled calls and meetings. Remain engaged in the event's success throughout the program, including implementation of deliverables and ongoing sustainability efforts. Acknowledge that any failure to adhere to the parameters set forth herein may affect the event and/or applicant organization's eligibility for future awards from NMTD. Provide an eligible fiscal agent to administer all funds and payments required by this program. If selected for the Event Accelerator, I agree to: Provide all required documentation and information, including but not limited to: Plan for Funds defining deliverables for reimbursement and cost estimates Request for Reimbursement form, proof of payment, proof of completion of approved deliverables, and invoice Follow the established New Mexico True Brand Style Guide available here. Final event reports Provide event access to NMTD staff for the purpose of completing onsite assessments. If selected for the Event Sponsorship, I agree to: Provide all required documentation and information, including a final event report and proof of completion of all deliverables. Collaborate with NMTD to compose an appropriate sponsorship deliverables package. Provide additional information requested to evaluate eligibility for participation in a national sponsorship sales program. If selected for the CoOp Events Advertising Program, I agree to: Provide all required documentation and information, including but not limited to: Selection(s) from marketing menu Final event report Meet or exceed the requirements to promote the event through advertising and media efforts as defined in the Award Summary, as approved by NMTD. Make payments for all marketing options awarded in an accurate and timely manner and in accordance with the requirements provided by NMTD. Follow the established New Mexico True Brand Style Guide available here. Obtain prior approval from NMTD for any and all use of the New Mexico True Brand. NMTD reserves the right to inspect any usage of the Brand to ensure proper quality and consistency.

Collaborate with NMTD, providing timely input and responses to communications that ensure successful execution of all initiatives.

Date and Time of Signature

      /   /   (YYYY/MM/DD)

To submit your application, click Mark as Complete below and click Submit on the next page. Thank you for applying to the Tourism Event Growth and Sustainability Program.

You should receive a confirmation email shortly after submitting. If you have any questions, please feel free to contact us at grantinfo@td.nm.gov.

Please be sure to upload all required supporting documents as well as any additional documentation that could make your application stronger.

Be sure to digitally sign the application - use your mouse to create your signature as legibly as possible.

Please refer to the guidelines on our website for more information. Make sure you hit the "Submit" button when you complete the application.