

# NEW MEXICO TRUE

## COOPERATIVE MARKETING & ADVERTISING GRANT PROGRAM

### FY26 SAMPLE APPLICATION

*Subject to change prior to 3/11/25*

This application is for the New Mexico Tourism Department's Cooperative Marketing & Advertising Grant Program (CoOp) which is a co-funded, co-branded destination marketing grant aimed at growing New Mexico's tourism economy alongside awarded partners by utilizing the strength of the New Mexico True brand.

Eligible entities for the CoOp program include local and tribal governments, as well as tourism-related non-profit organizations and attractions.

### FY26 GRANT APPLICATION CYCLE IMPORTANT DATES

- CoOp Pre-Application Survey Opens: February 3, 2025
- CoOp Pre-Application Survey Closes: February 26, 2025
- Application Opens: March 11, 2025
- Marketing Consults Open: March 17, 2025
- Marketing Consults Close: April 4, 2025
- Application Closes: April 8, 2025

### IMPORTANT APPLICATION INSTRUCTIONS

Allow ample time to complete the application in its entirety. The applying entity is responsible for the application, including providing thorough, quality responses; making eligible, accurate and reasonable requests; and submitting in a complete and timely manner.

**All applications are due by 11:59 PM (MT) on Tuesday, April 8, 2025.** There will be no deadline extensions granted for any reason. Paper applications will not be accepted, you must complete the entire application online and submit digitally.

Incomplete applications will not be considered. Failure to upload required documentation will constitute an incomplete application.

The New Mexico Tourism Department (NMTD) is not responsible for loss of data due to unstable Internet connections. It is the applicant's responsibility to ensure his/her computer is in good working order and the browser in use supports the online application software.

**Submissions will be evaluated based on the quality of your responses to the following questions and supporting documentation.** NMTD will consider your responses, Media Menu Plan (MMP) and Flexible Funding (Flex) requests, as well as other factors, to make its decisions. Partner investments toward awarded items will be matched 2:1 for all awarded MMP initiatives and up to a 2:1 match for all awarded Flex initiatives.\*

*\*NMTD award amounts pending final budgetary outcomes of the 2025 Legislative Session*

**Review your customized Smart Select Marketing™ Menu, make your selections, and save your Request Summary for submission with your application.** You will be required to upload a PDF version of your completed menu with this application. A link specific to your organization, along with instructions, were sent via email from your CoOp Team Partner Service Representative (PSR). If you did not receive a link to your custom Menu, contact your PSR or reach out to [concierge@nmtruecoop.org](mailto:concierge@nmtruecoop.org).

**A Marketing Consult appointment is required for all new prospective partners and strongly encouraged for every applicant** (consult attendance will be considered, among other factors, by the NMTD Awards Committee when reviewing your application). During your consult, our marketing and media experts will be available to answer your questions and make recommendations on the Smart Select Marketing™ Menu options to best meet your specific objectives and budget. Schedule your Marketing Consult appointment [here](#).

**Please fill out each question to the best of your ability.** Be sure to upload all required supporting documents as well as any additional documentation that you may have. The form will auto-save as information is entered, you can also manually save by clicking 'save draft' at the bottom of the form.

Make sure you hit the "Submit" button when you complete the application. You should receive a confirmation email shortly after submitting.

**Important: If any required fields are left unanswered (questions, tables, uploads), the platform will not allow you to submit your application. Please ensure you have answered each question thoroughly.**

For technical support regarding your application, email Nelida Griego, Cooperative Marketing Program Coordinator, at [nelida.griego@td.nm.gov](mailto:nelida.griego@td.nm.gov) or Taylor Lawrence, Marketing Programs Manager, at [taylor.lawrence@td.nm.gov](mailto:taylor.lawrence@td.nm.gov)

## ORGANIZATION & CONTACT INFORMATION

**Organization Name:** \_\_\_\_\_

*Applications must be completed under the eligible entity (tribal, local government, or tourism-related IRS nonprofit organization). If submitting this application as a third party (i.e. Ad Agencies) on behalf of the applying organization, the applicant must attest that the organization has reviewed and approved this application.*

**Organization CRS Number (11 digits usually starting with 00, 001, or 02):** \_\_\_\_\_

**Applicant's Name (Person/Representative completing this form):** \_\_\_\_\_

**Applicant's Title/Role:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Are you, the applicant, the applying organization's main point of contact?**

- ☐ Yes
- ☐ No

**Organization Contact Name:** \_\_\_\_\_

**Organization Contact Phone:** \_\_\_\_\_

**Organization Contact Email:** \_\_\_\_\_

**Name of Authorized Signatory (Personnel authorized to sign legal contracts on behalf of the applying organization, should it be awarded):**

**Title/Role of Authorized Signatory:** \_\_\_\_\_

**Email of Authorized Signatory:** \_\_\_\_\_

## ELIGIBILITY CRITERIA

**Please provide proof of eligibility by uploading a recent W-9 (dated within the past 12 months) for the applying organization**

↑ Upload a file

*This allows for payment to your organization if you are awarded. You may download a substitute W-9 form [here](#).*

**If your organization is a 501(c)3 or 501(c)6 non-profit, is the non-profit in good standing with the New Mexico Secretary of State and registered with the New Mexico Department of Justice?**

- ☐ Yes, in good standing with the New Mexico Secretary of State AND registered with the New Mexico Department of Justice
- ☐ In good standing with the New Mexico Secretary of State only
- ☐ Registered with the New Mexico Department of Justice only

- No, to either
- Not a non-profit organization

*Please be advised that NMTD will be verifying that each awarded entity is registered with the New Mexico Secretary of State and that all non-profit corporations are in compliance with the New Mexico Department of Justice pursuant to the New Mexico Charitable Solicitation Act. Failure to meet these requirements may result in the delay or forfeiture of awarded funds.*

**Please provide proof of good standing with the New Mexico Secretary of State**

↑ Upload a file

**Please provide proof of current registration with the New Mexico Department of Justice**

↑ Upload a file

**IRS Non-Profit Letter Upload**

↑ Upload a file

## COLLABORATION

**Are you co-applying with any other eligible entities?**

- Yes
- No

**List the eligible co-applying entities you'll be partnering with and describe how your organizations plan to collaborate across CoOp initiatives and investments**

**List any EXTERNAL partnering entities you will be working with through your CoOp initiatives and the role each will play toward your overall success (e.g. private businesses). Do not include those who are receiving payment for services rendered.**

**Indicate whether there are/will be any other funding sources from outside your organization (applicants may fund up to 49% of their investment from other sources and partnerships).**

## APPLICATION NARRATIVE AND OVERVIEW

While your Smart Select Marketing Request Summary captures the details of your requested marketing initiatives, this application is your opportunity to tell us more about your organization (destination, attraction, etc.), your goals, and how you plan to use these initiatives to build or supplement a solid marketing strategy, should they be awarded.

Describe your destination or attraction. Explain how it is quintessentially New Mexican, how it aligns with the New Mexico True brand and mission, and how it delivers a unique traveler experience

What about your destination or attraction appeals to your target market? How does your destination or attraction stand out amongst its competitive set?

How does your destination or attraction contribute to overnight stays and/or visitor spending?

Website URL: \_\_\_\_\_

Social Media URLs: \_\_\_\_\_

## MARKETING STRATEGY

What marketing and advertising strategies do you currently use to promote your destination or attraction? (e.g. website, social media, digital advertising, billboards, radio)

Please provide examples of tourism-focused marketing messaging with an associated “call to action” that your organization currently uses for promotion and marketing. (Optional: upload a visual example)

Optional – if you have a “call to action” visual example, please upload here.

↑ Upload a file

When considering your marketing strategy as a whole, what are your top 3 GEOGRAPHIC target markets (Only select 3 options)

- ☐ Austin
- ☐ Dallas
- ☐ West Texas (Lubbock, Amarillo, Midland/Odessa)
- ☐ Phoenix
- ☐ Tucson
- ☐ Denver
- ☐ Colorado Springs/Pueblo

- Oklahoma City
- Albuquerque
- Santa Fe
- El Paso
- Las Cruces
- Other

If 'Other' was in your top 3 GEOGRAPHIC target market priorities above, please indicate your answer below

Will those 3 GEOGRAPHIC target markets differ from your proposed CoOp strategy?

- Yes
- No

If 'Yes,' please explain

When considering your marketing strategy as a whole, what are your top 3 DEMOGRAPHIC target audiences? (Only select 3 options)

- Gen Z (Age 18-26)
- Millennials (Age 27-42)
- Gen X (Age 43-58)
- Young Boomers/Empty Nesters (Age 59-64)
- Seniors/Retirees (Age 65+)

Will those 3 DEMOGRAPHIC audiences differ from your proposed CoOp strategy?

- Yes
- No

If 'Yes,' please explain

Please list the unique attributes and experiences you would like to highlight through your selected CoOp initiatives

## MEDIA MENU PLAN (MMP) REQUESTS

**IMPORTANT:** Please double-check your Smart Select Marketing™ Menu for completeness **BEFORE** uploading! Did you:

1. Ensure that every initiative that you want to request – including any Flex requests – has a “YES” and are included in totals at the top of your “Request Summary”?
2. Provide a priority ranking for EVERY initiative for which you are requesting participation? (1 = most important) If you have a “YES” to request participation you MUST provide a priority rank across ALL initiatives, including MMP and Flex

Click [HERE](#) to watch the Smart Select Marketing™ Menu video tutorial for further guidance. **Your FINAL Request Summary PDF file downloaded from the Smart Select Marketing™ web platform must be attached to this application. Note the filename is auto-populated and should begin with the word “Final.”** Draft file versions will not be accepted.

#### Smart Select Marketing™ Menu Request Summary Upload

↑ Upload a file

Please describe how the initiatives on your Smart Select Marketing™ Menu Request Summary will complement your marketing strategy as a whole. Include any information about any planned advertising campaigns and marketing initiatives outside of CoOp.

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

Are you requesting Photo or Video Production as a part of your MMP request?

- ☐ Yes
- ☐ No

Have you done Photo or Video Production through CoOp before?

- ☐ Yes
- ☐ No

If ‘Yes’, when was your last Photo/Video shoot and what experiences/attractions were covered?

Please describe the experiences/attractions you would be requesting to get Photo/Video assets of as a part of this request.

Please indicate the preferred timing of your requested Photo/Video shoot.

**Please Note:** if awarded, requested in-market dates are not guaranteed, as other factors will be evaluated subsequent to award decisions. In-market dates and timing for initiatives will be discussed and assigned during your mandatory program kick-off call.

Are you requesting Programmatic Digital OOH as part of your MMP request?

- ☐ Yes
- ☐ No

What months would you like to be in market with your requested Programmatic Digital OOH? (Please note: each opt-in is a consecutive 3-month run)

**Please note:** if awarded, requested in-market dates are not guaranteed, as other factors will be evaluated subsequent to award decisions. In-market dates and timing for initiatives will be discussed and assigned during your mandatory program kick-off call.

Please indicate the target market(s) you have selected for your requested Programmatic Digital OOH and why

Are you requesting a Digital Package or individual Digital Initiative(s) as part of your MMP request? (You may refer to the “Media Type” column in your Request Summary)

- ☐ Yes
- ☐ No

What months would you like to be in market with your requested Digital Package(s) and/or individual Digital Initiative(s)? (Please note: each opt-in is a consecutive 3-month run)

**Please note:** if awarded, requested in-market dates are not guaranteed, as other factors will be evaluated subsequent to award decisions. In-market dates and timing for initiatives will be discussed and assigned during your mandatory program kick-off call.

Please describe the type of marketing messaging you would deploy through your Digital selections

Are you requesting Social Media Content Creation as part of your MMP request?

- ☐ Yes
- ☐ No

Have you participated in Social Media Content Creation through the CoOp program before?

- ☐ Yes
- ☐ No

If ‘Yes’, please describe the impacts this initiative had on your social media marketing strategy overall.

Please describe how you plan to integrate the Social Media Content Creation initiative into your overall social media marketing strategy

Are you requesting Micro-Influencer Initiatives as a part of your MMP request?

- ☐ Yes
- ☐ No

What month(s) would you like to host Micro-Influencers in your destination/attraction?

***Please note:** if awarded, requested in-market dates are not guaranteed, as other factors will be evaluated subsequent to award decisions. In-market dates and timing for initiatives will be discussed and assigned during your mandatory program kick-off call.*

Have you participated in Micro-Influencer Initiatives through the CoOp program before?

- ☐ Yes
- ☐ No

If 'Yes', please describe how your destination/attraction utilized the Micro-Influencer Initiative

Please indicate what experiences/attractions you plan to highlight through the Micro-Influencer Initiative

Are you requesting Print Initiatives (print ads, advertorials, custom written articles) as a part of your MMP request? (You may refer to the "Media Type" column in your Request Summary)

- ☐ Yes
- ☐ No

What months are most crucial for your marketing strategy for these Print Initiatives to run and why?

***Please note:** if awarded, requested in-market dates are not guaranteed, as other factors will be evaluated subsequent to award decisions. In-market dates and timing for initiatives will be discussed and assigned during your mandatory program kick-off call.*



If you have selected a Custom Written Article, Advertorial, or other Long-Form Content, please indicate what experiences or features of your destination or attraction that you would like to highlight?

Type N/A if not pursuing written articles, advertorials, or other long-form content.

## FLEX FUNDED REQUESTS

Flex requests must be accompanied by third-party estimates detailing costs and vendor deliverables, an overview of how each Flex Funded initiative will complement your current marketing strategy, and stated success measures. Be sure to reference the Eligible and Ineligible Flex Fund expenses for FY26 [here](#).

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

Are Flex Funded Initiatives a part of your CoOp request?

- ☐ Yes
- ☐ No

Please describe the initiative(s) you are pursuing for Flex Funding and explain how they will complement your overall marketing strategy

For each Flex request, upload an estimate from an independent third-party detailing the scope of work and line itemed costs **(Please Note: should your request be awarded, any ineligible line items included in your estimate will be excluded by NMTD from the final award amount eligible for reimbursement.)**

Flex Request Third-Party Estimate(s) Upload

↑ Upload a file

Have you applied for and been awarded for any of the Flex initiatives you are requesting in a previous fiscal year?

- ☐ Yes
- ☐ No

If 'Yes', please upload the KPI's (Key Performance Indicators) from your most recent Tracking & Impact Report or from your most recent performance summary provided by your vendor that pertains to this initiative

↑ Upload a file

*If your initiative has not concluded and you have not received metrics from your vendor, please upload a screenshot of your current Tracking & Impact Report that indicates the metrics you will be providing to NMTD once your initiative has concluded.*

If 'No', please disclose the KPI's (Key Performance Indicators) that you will be using to measure this initiative's success and ROI that you will report back to the New Mexico Tourism Department

If awarded, how often do you expect to receive performance metrics/status updates? (monthly, quarterly, yearly, other/please explain)

## PARTING WORDS

Please share any additional compelling or clarifying information you would like the review committee to know when considering your application and requested initiatives.

- If submitting this application as a third party (i.e. Ad Agencies) on behalf of the applying organization, I attest that the organization has reviewed and approved this application.

## ACKNOWLEDGEMENTS

Understanding that this is a competitive process, I have read and reviewed this application and all supporting documentation including the contents of the Smart Select Marketing™ Menu and Flex vendor estimates for completeness, quality, and accuracy.

I agree to participate fully in the NMTD Co-Op Marketing Program if selected for an award. I understand that the New Mexico Tourism Department (NMTD) reserves the right to discontinue my participation from the program if I do not fulfill the commitments agreed to at any point during the grant cycle, including the application stage of the program.

Furthermore, I understand that my organization is responsible for making accurate and timely payments as itemized in the Smart Select Marketing™ Menu.

Finally, as a member of the applying organization, I agree to provide inputs and adhere to deadlines per the Production Summary, either utilizing internal resources or by contracting with a third party.

The individual signing below on behalf of the Partner represents and warrants that he or she has the authority to submit this application on behalf of the Partner.

**Signature of Organization/Contractual Contact – Please type your full name to agree to the acknowledgements above and to apply your signature to this application.**