

A man and a woman are hiking in a forest. The man is wearing a red beanie, a dark jacket, and tan pants, and has a backpack. The woman is wearing a tan hat, a dark jacket, and blue jeans. They are standing on a grassy bank next to a small stream. The background is a dense forest of evergreen trees.

FY26 Cooperative Marketing Program

WHAT it is

WHO it is for

WHY it is helpful

HOW to put it to
work for you

+ What's New in FY26!

NM 
TRUE

WHAT is the Cooperative Marketing Program?

In a nutshell, it provides **marketing and advertising** support for statewide tourism destinations & attractions:

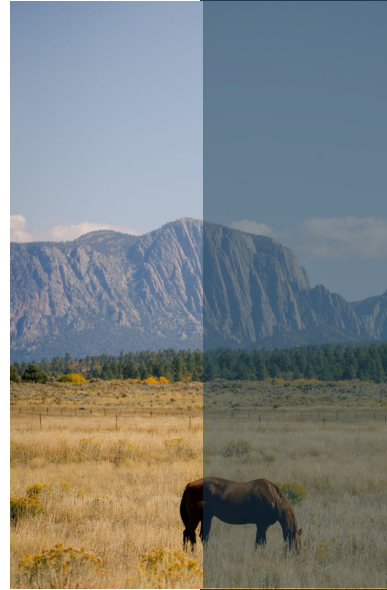
Through

FUNDING

MARKETING + MEDIA EXPERTISE &

POWERFUL BRAND ASSOCIATION

To **grow the tourism economy**
for the entire state of New Mexico
by **joining forces** and **combining resources**



"A rising tide
lifts all boats"

WHO is it for?

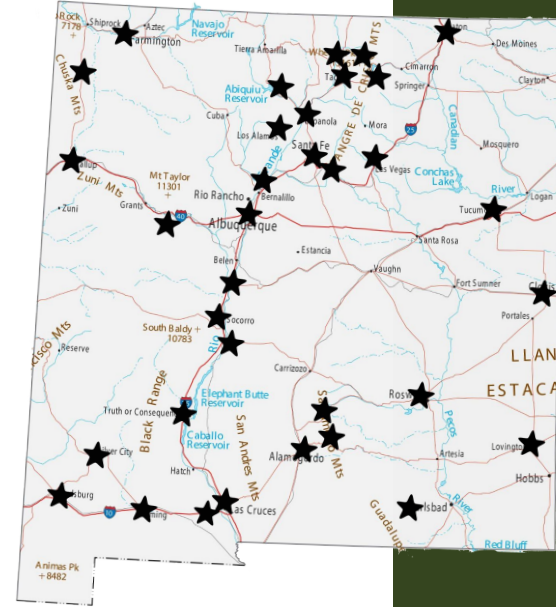
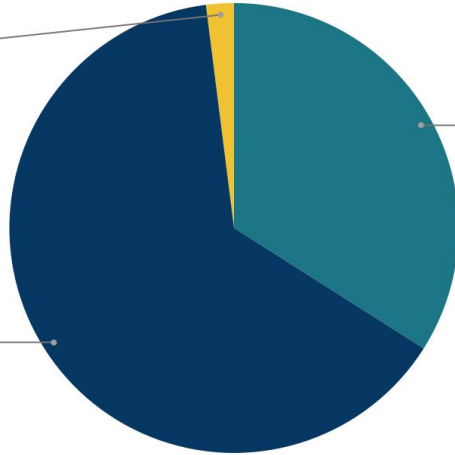
- Local and Tribal **Governments**
- Tourism-related IRS **Non-Profit** organizations & attractions
- **Destinations of all sizes**, urban and rural, with all budget levels

FY25 Support

Statewide
2.0%

Rural
64.0%

Urban
34.0%



***Events** (through TEGS - Tourism Events Growth & Sustainability Program)

WHY is it helpful?

FUNDING:

- Triple the impact of your marketing budget with up to a **2-to-1 dollar match*** on awarded initiatives

POWERFUL BRAND ASSOCIATION:

- ***New Mexico True*** is a brand with a 13 year proven track record of attracting visitors and growing our State's tourism economy

EXPERTISE:

- **Customized** marketing/advertising plans and expert assistance
- **Proven results** with robust performance measurement, including a custom dashboard, real-time digital optimization and quarterly reporting



* \$ Awards pending funding outcomes of 2025 Legislative Session. Select Flex initiatives will be awarded at a maximum 1:1 \$ match. See 'FY26 FLEX: Eligible and Ineligible Expenses detail

WHY

New Mexico True's Proven Success

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**
- Proven driver of **record-setting growth in visitation and visitor spending**
- Consistent in showing **year-over-year** success



“At its essence, the New Mexico True brand represents what is special about the state.”

- Ceela McElveny, Visit Albuquerque



The Proof is in the Numbers:
Direct visitor spending reached an **all-time record high** in 2023: \$8.6 billion

WHY

Scaled Brand Investment That Works for your Destination



NM TRUE BRAND

Builds awareness of NM at large: Who we are & what we stand for

CORE NMTD MARKETING

Plants the idea of New Mexico as a tourist destination with diverse experiences

COOP MARKETING

Carries the strength of NM TRUE BRAND and CORE NMTD MARKETING to drive visitors to your destination

Your audience moves through the funnel: From initial awareness about your destination, to inspiring travel and ultimately visiting your destination.

You
are
here

WHY

Hear it from your Industry Peers



Matt Robinson
Visit Gallup

***"Grants like this...are
a game changer."***

- Dana Koller, Bernalillo
Farmhouse Ale Event



***"I don't know how I would be keeping up if I did
not have participation in this grant program
and working with the New Mexico True Team."***

- Christy Germscheid, Ski New Mexico



WHY

Strategic Marketing Menu to Meet your Goals

Content/Organic Social	Content/Paid Digital	Digital	Digital OOH	Print/Digital
Social Content & Starter + Boost	NM Mag Custom Written Article + Digital Distribution	Managed Search Digital Packages	Programmatic Digital Out-of-Home	NM True Adventure Guide
Photo + Video Production	Content Creator Paid Ads Packages	Package Add-Ons: NM Travel Intender, FB Video		NM Magazine
Micro-Influencer Initiatives	Social Content Extension (Display)	A la Carte: Meta Static, Sponsored Content		Texas Monthly
				Denver 5280 Magazine
				Dallas - D Magazine
				Phoenix Magazine

WHY

Customized Menu to Meet Your Priorities



Your Priorities



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

From Pre-Application Survey

Your Customized Media Menu



TEXAS REGIONAL PRINT



NEW MEXICO TRUE ADVENTURE GUIDE



DENVER OOH



MICROINFLUENCER CAMPAIGN



PIÑON DIGITAL PACKAGE

Smart Select Marketing™

WHY

Flexible Branding Requirements for 1/3 of Menu

NEW
FY26

- Still Photos
- Social Media Ads
- Social Content Creation
- Influencer Marketing
- Managed Search
- Custom Article Creation

CO-BRAND
PARTICIPATION



LEAST



Miles of Wild & No Crowds

What would do with 3 million acres of wilderness to explore? Let's find out.

Sponsored By Grant County, New Mexico

SPONSOR CONTENT



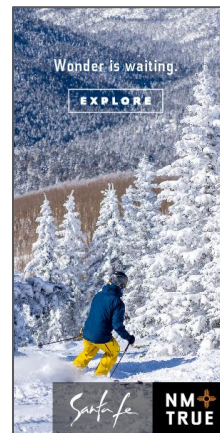
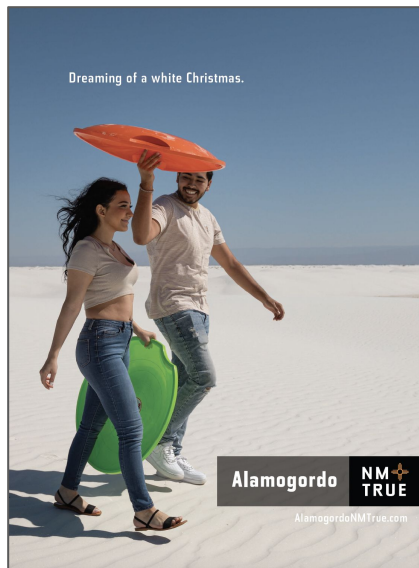
ANGEL FIRE Cool Times, Hot Summer Events

Revered as a cozy mountain ski town, **Angel Fire** brightens to green in the warmer months, creating a summer playground with activities, events,

restaurants, and shops ideal for a weekend getaway or vacation stay. While the small-town vibe keeps families coming back, the summer celebrations are far from quaint. From June through September, Frontier Park plays host to the Cool Summer Nights concert series on Friday nights and the Farmers' and Artisan Market on Sundays. Over Father's Day weekend, pilots from all across New Mexico and beyond gather for **Balloons Over Angel Fire**. "It's just a special place," says Bill Lee, the balloon meister in charge of the event. "It's very, very scenic."

WHY

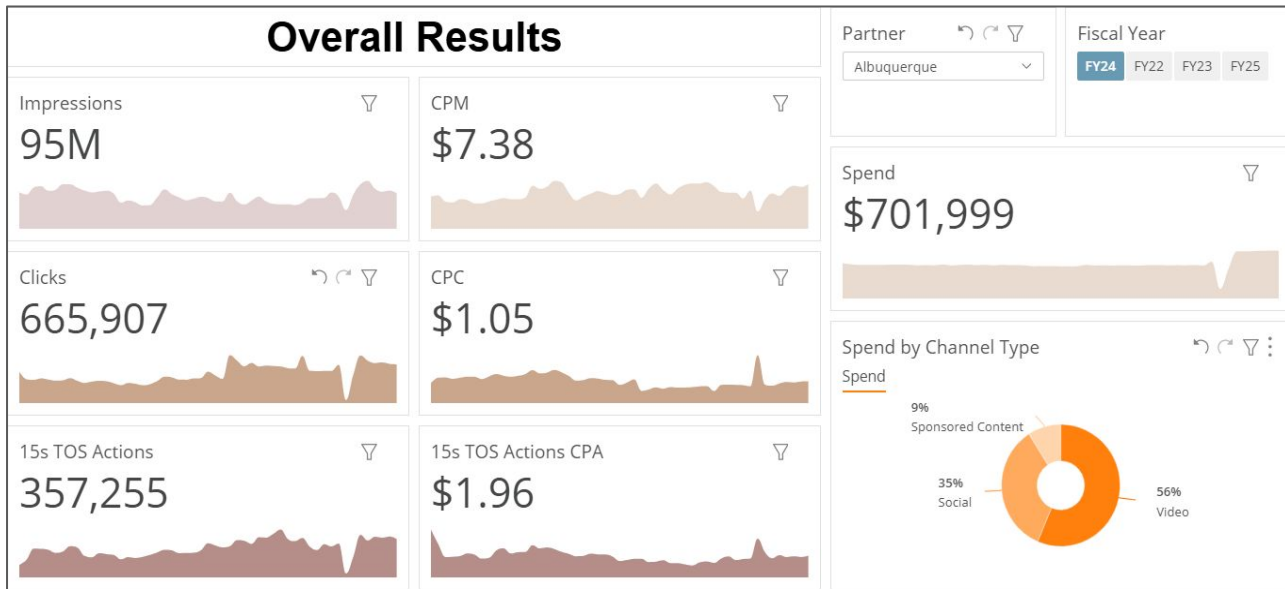
Full Service Support to Get Your Ads in Market



WHY

Robust Performance Measurement

Our data team works behind the scenes throughout the fiscal year and delivers reports that cover big-picture, **key takeaways and ROI**, as well as **granular level** metrics



WHY

Collaborative Planning Process

Our **360 Plan** is a customized tool gives each partner access to a full circle view of their annual CoOp marketing. It provides expert knowledge & tools you need to ensure your tourism marketing efforts are grounded in sound strategy and planning.



Planning to Launch

- Targeting
- Messaging
- Industry Trends
- Purpose Built
- Content

Performance Measurement

- Data
- Analytics
- Optimizations
- Insights

Future Implications

- Marketing Mix
- Investment
- Planning
- Grant Application

HOW

Next Steps/Timeline

1. **February 3 - February 26**
Complete mandatory [FY26 CoOp Pre-Application Survey](#)
2. **Week of March 10**
Receive customized Smart Select Marketing™ menu and schedule marketing consult
3. **March 11 - April 8**
Finalize menu requests and **Submit** final application

[Find info & links at NMTrueCoOp.org](https://nmtruecoop.org)

PRE-
APPLICATION
SURVEY

CUSTOM
SMART SELECT
MARKETING™
MENU

MEDIA
CONSULT

MENU
REQUESTS AND
APPLICATION



HOW



Choose Your Path

Choose from your Custom Media Menu options **and/or** FLEX fund requests for “Do-it-Yourself” Initiatives:

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)
- **Partner handles all** marketing planning, execution, and reporting

Select Flex initiatives will be awarded at a maximum 1:1 \$ match. See FY26 FLEX: Eligible and Ineligible Expenses detail. **Both** MMP & Flex require all NM True brand creative to **meet brand standards and be approved** by NMTD

HOW


Indicate Your Requests on an Easy-to-Use Online Platform

Smart Select Marketing™ | FY x +

iGoogle All Bookmarks

FY26 New Mexico True Cooperative Marketing Program

Smart Select Marketing™
MEDIA MENU
EXAMPLE ONLY



Anywhere, NM Request Summary					
#	Total \$ Value				
4	\$40,000				

Type	Media Type	Initiative	Estimated Impressions	Details	Request Participation	#	Total \$ Value
MMP	DIGITAL	Blue Corn Digital PACKAGE (Foundational): Managed Search + Meta (FB/IG) Static	720,000	View	Yes	1	\$14,000
MMP	DIGITAL	Facebook Infeed Video Ads (available as add-on to Package ONLY)	400,000	View	Yes	1	\$8,000
MMP	DIGITAL	YouTube (available as add-on to Package ONLY)	800,000	View	Yes	1	\$8,000
MMP	DIGITAL	Digital Audio Ads: Production + Media (available as add-on to Package ONLY)	500,000	View	Yes	1	\$10,000

Improvements Based on Your Feedback

NEW in FY26

YOU said:

Your marketing priorities are often **not finalized** by February, when the pre-application survey is due

You are interested in participating in CoOp while growing **your own tourism brand**

Website development is a challenge and you need help with prioritizing site improvements

Using **Survey Monkey Apply** for the application is cumbersome and difficult to navigate

WE took action:



You now have the opportunity to **update your FY26 CoOp Pre-Application Survey** responses before you submit your application in April



A co-branded logo is **no longer required** on your website, and initiatives not requiring co-branding are marked on MMP one pagers. *Now, 1/3rd of initiatives are logo lockup optional*



New menu item offers expert assessment, recommendations, and built-in Flex award funds for reimbursement of eligible web development efforts



We have switched to **Submittable**, which is more user-friendly, provides customer service directly to applicants, and allows for a more streamlined application experience



We Are Here For You!



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Your CoOp Partner Service Team



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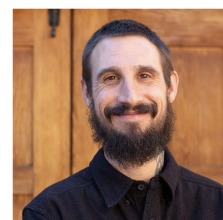
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Appendix



FY26 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 (site must meet New Mexico True guidelines)
- Leisure and Group Travel Marketing initiatives
- Consumer Trade Show exhibits and booth rentals*
- Production/Content Creation*
- SEO/SEM**
- NM Gross Receipts Tax (GRT)

What's Out (Ineligible)

- In-kind partner contributions
- Printed collateral and branded merchandise
- Agency commissions and fees
- 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

***NEW for FY26:** NMTD Award \$ for Consumer Trade Shows, Creative Production/Content Creation, and Social Media will be limited to a maximum 1:1 match of NMTD:Partner \$

****NEW for FY26:** NMTD Award \$ for SEO/SEM will be limited to a maximum of 10 months of services

FY26 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

FY26 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.



REFERENCE: FY26 Cooperative Marketing Program Summary

Eligible Entities	Tourism-related IRS non-profits + tribal and local governments
Application Process	STEP 1: Complete Partner FY26 CoOp Pre-Application Survey STEP 2: Review customized Smart Select Marketing [™] Plan & Identify any gaps for which to request Flex Funding STEP 3: Upload Flex Requests with MMP Smart Select Marketing [™] request confirmation via Submittable
Support Available	Partner Service Representative (PSR) + Media Planning Consults
Application Due Date	FY26 CoOp Pre-Application Survey: Closes Feb 26 MMP Selects & Flex Fund Requests: Due April 8
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 → All creative must be reviewed & approved by NMTD prior to trafficking

	<h2>Media Menu (MMP) Initiatives</h2> <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 7/10/25 with remainder due 12/1/25 → NMTD pays vendors 	<h2>FLEX Fund Initiatives</h2> <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. Partner Reporting required.
Funding Process		
Execution Process	<p><u>NMTD CoOp Team</u> provides:</p> <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 	<p><u>Partner</u> handles:</p> <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 2025 Legislative Session. **Select Flex initiatives will be awarded at a maximum 1:1 \$ match. See 'FY26 FLEX: Eligible and Ineligible Expenses' supporting document for details**

** 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

FY26 Cooperative Marketing Summary: FLEX Funding

Eligible Entities	Tourism-related IRS non-profits + tribal and local governments		
Application Process	<p>STEP 1: Complete FY26 CoOp Pre-Application Survey</p> <p>STEP 2: Review customized Smart Select Marketing™ Menu MMP & Identify any gaps that may be addressed with Flex Requests</p> <p>STEP 3: Upload Flex Requests and vendor estimates with MMP Smart Select Marketing™ request confirmation via Submittable</p>		
Support Available	Marketing Planning Consultations		
Application Due Date	<p>FY26 CoOp Pre-Application Survey: Closes Feb 26</p> <p>MMP Selects & Flex Fund Requests: Due April 8</p>		
NMTD Funding*	2:1 \$ Match* (Consider local collaborations - up to 49% of Partner \$ from private sources - for greater impact)		
FLEX Funding Process	<p>→ Partner fronts <u>100% of cost</u> to vendors</p> <p>→ NMTD reimburses awarded Flex funds to Partner after Reimbursement Request received with proof of placement/launch, proof of payment, proof of NMTD creative approval. Reimbursement Requests will not be processed before proof of placement or before initiative is live/in-market. Reporting from Partner required.</p>		
Execution Process**	<u>Partner handles:</u>	<p>→ Vendor negotiations</p> <p>→ Insertion orders</p> <p>→ Vendor payments</p>	<p>→ Creative trafficking to media vendors</p> <p>→ Applying for reimbursement within 30 days of in-market date</p> <p>→ Reporting</p>
Brand Standards	<p>→ All creative must meet New Mexico True brand standards</p> <p>→ Any web development/enhancement Flex project funded by CoOp must feature partner's New Mexico True logo lockup above the fold</p> <p>→ All creative must be reviewed & approved by NMTD prior to trafficking</p>		

* \$ Awards pending funding outcomes of 2025 Legislative Session. **Select Flex initiatives will be awarded at a maximum 1:1 \$ match.** See 'FY26 FLEX: Eligible and Ineligible Expenses' supporting document for details