

COOPERATIVE MARKETING & ADVERTISING GRANT PROGRAM

FY27 SAMPLE APPLICATION

Subject to change prior to March 10, 2026

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.

FY27 GRANT APPLICATION CYCLE IMPORTANT DATES

- CoOp Pre-Application Survey Opens: February 2, 2026
- CoOp Pre-Application Survey Closes: February 27, 2026
- Application Opens: March 10, 2026
- Marketing Consults Open : March 17, 2026
- Marketing Consults Conclude : April 3, 2026
- Application Closes : April 7, 2026

IMPORTANT APPLICATION INSTRUCTIONS

Allow ample time to complete this 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 the application in a complete and timely manner.

All applications are due by **April 7, 2026**. There will be no deadline extensions granted for any reason. Paper or PDF applications will not be accepted. You must complete the entire application online and submit via the Submittable platform.

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 their computer is in good working order and the browser in use supports the online application software. **It is highly recommended that applicants access and test the Submittable platform utilizing the device and browser of choice as early as possible to address and remedy any technical or access concerns before the application due date.**

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 2026 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.

A Marketing Consult appointment is required for all new prospective partners and is 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. Ensure your response to each question supplies sufficient information for the Awards Committee to make award determinations. 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 and you may 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 or Taylor Lawrence, Marketing Programs Manager, at Taylor.Lawrence@td.nm.gov

ORGANIZATION & CONTACT INFORMATION

Organization Name(s) (as it should appear on your agreement): _____

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 NM Business Tax ID Number (11 digits usually starting with 00, 01, or 02): _____

Please be advised that NMTD will verify that each awarded entity is registered and in compliance with NM Taxation & Revenue Department. Failure to provide a valid New Mexico Business Tax ID Number may result in non-award

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: _____

If your organization requires more than one Signatory to sign your CoOp Agreement, please provide the first and last name, title, and email address of any additional Signatories:

ELIGIBILITY CRITERIA

Please provide proof of eligibility by uploading a recent W-9 (dated within the past 12 months) for the applying organization. If co-applying with another eligible entity, please ensure every organization supplies a W-9 below.

↑ 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

If 'Yes,' please list any eligible CO-APPLYING entities you'll be partnering with and describe how your organizations plan to collaborate across CoOp initiatives and investments.

Organizations may choose to co-apply with other eligible entities, but only one destination logo lock-up may be utilized in awarded advertising efforts. If CO-APPLYING with any other eligible entities, please state which destination logo lock-up you would like to use for your CoOp efforts: _____

Please 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. **Ensure each question is answered thoroughly, providing enough information and insight to help the Awards Committee make its determinations.**

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?

Do you have a dedicated tourism-focused website with the primary purpose of attracting visitors to your destination or attraction?

- Yes
- No
- In Development Process

Please Provide the URL(s) you are proposing to drive traffic to via your awarded CoOp initiatives: _____

Please provide the Social Media URLs you are proposing to deploy ads from via your awarded CoOp initiatives: _____

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 that your organization currently uses to promote its experiences/attractions to its target audience. How do you plan to incorporate this messaging in your selected CoOp initiative(s)? (Optional: upload a visual example of social media posts, print ads, digital marketing, or other marketing examples)

Optional – if you have a visual example, please upload here.

↑ Upload a file

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

Please indicate the top 3 GEOGRAPHIC target markets your organization would like to focus your CoOp efforts towards (Only select 3 options).

Note: geographic markets must be a minimum of 60 miles from your destination or attraction to be eligible for the CoOp program. Additionally, NMTD reserves the right to decline funding towards geographic markets that do not adhere to program guidelines or New Mexico True brand alignment

- 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

Please state why the selected GEOGRAPHIC target markets are crucial to your CoOp marketing strategy

Please indicate the top 3 DEMOGRAPHIC target audiences your organization would like to focus your CoOp efforts towards (Only select 3 options)

- Gen Z (Age 18-29)
- Millennials (Age 30-45)
- Gen X (Age 46-61)
- Young Boomers/Retirees (Age 62+)

Please describe why the selected DEMOGRAPHIC target audiences are crucial to your CoOp marketing strategy

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 the 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. Please 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? *(If you are opting into a digital package that includes Photo or Video Production, you will need to respond to this question)*

- 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 indicate the Photo or Video Production initiative(s) you are applying for (select all that apply) as a part of this request:

Please describe the experiences/activities/attractions you are requesting to collect 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.

If awarded, how do you intend to utilize these assets within the upcoming fiscal year? (Both in the CoOp program and independent marketing efforts) Select all that apply

- Website
- Social Media
- Paid Digital Advertising
- Paid Print Advertising
- Billboards
- YouTube
- Other: _____

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

Programmatic Digital OOH offers a wide variety of placements from large digital billboards to smaller digital display formats. This requires awarded partners to utilize high-resolution, dynamic images that can appropriately meet various size requirements and that follow New Mexico True brand standards.

Please describe the creative assets you propose to utilize for your requested Programmatic Digital OOH and indicate whether your organization already has these assets in-house or if you plan to acquire the assets either independently or through a requested CoOp shoot. Alternatively, you may upload example image(s)

Optional Image Asset Upload

↑ Upload a file

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

Please list the Digital Package(s) or Individual Digital Initiative(s) you are requesting. For each of the requested initiative(s), please describe the marketing messaging and/or strategy you propose to utilize. (Activities, experiences, or attractions you propose to highlight, CTA examples, etc.)

Please list the URL(s) you are requesting to drive traffic to through your selected Digital Package(s) or Individual Digital Initiative(s).

Which 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.

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

- Yes

- No

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

- Yes
- No

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

Indicate the platforms you would like to request social media management for (Facebook, Instagram, Threads, TikTok, Pinterest, Google Business Page) and describe how you plan to integrate the Social Media Content Creation Package into your overall social media marketing strategy.

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

- Yes
- No

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

- Yes
- No

If 'Yes', when did your destination/attraction last host Micro-Influencers and what experiences/attractions were covered?

Please list which Mirco-Influencer Initiative(s) you are applying for (select all that apply) as a part of this request:

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.

Please list the experiences, attractions, locations, or any other subject matter you are requesting to highlight through your requested Micro-Influencer Initiative(s)

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

Please indicate which publication(s) were selected and why?

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.

Are you requesting a Custom Written Article, Advertorial, or other Long-Form Content as a part of your MMP request?

- Yes
- No

If so, please indicate what experiences or features of your destination or attraction that you would like to highlight?

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 FY27 [here](#).

Additionally, each awarded organization will be required to obtain creative approval and provide proof of placement, proof of payment, and applicable performance metrics. **There will be no exceptions.** It is solely the responsibility of each applicant to ensure these items will be obtainable if awarded. Failure to provide this information may result in non-reimbursement.

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 this will complement your overall marketing strategy

Please state the geographic and demographic audiences your requested Flex Funded initiative(s) will be targeting and describe how these audiences compliment your overall marketing strategy.

Note: geographic markets must be a minimum of 60 miles from your destination or attraction to be eligible for the CoOp program. Additionally, NMTD reserves the right to decline funding towards geographic markets that do not adhere to program guidelines and New Mexico True brand alignment

Please describe the marketing messaging and/or strategy you propose to utilize for these requested initiatives

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

↑ Upload a file

As a part of the reimbursement process, proof of placement is a mandatory requirement for each awarded flex initiative. Proof of placement is proof that the awarded initiative ran or was put into market with the pre-approved creative. Please describe, for each flex initiative requested, how your organization intends to provide proof of placement to satisfy this requirement.

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 as it pertains to these initiatives

↑ Upload a file

If your initiative has not concluded and you have not received metrics from your vendor, please respond to the question below.

If 'No' or you do not have your final metrics, please disclose the KPI's (Key Performance Indicators) that you will be using to measure your initiative(s)'s success and ROI that you will report back to the New Mexico Tourism Department. Reporting is mandatory for all flex initiatives.

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

ADDITIONAL INFORMATION

This is your final opportunity share any additional compelling or clarifying information you would like the review committee to know when considering your application and requested initiatives. You may describe any additional details regarding your MMP or Flex requests, or any other part of the 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 CoOp 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 Request Summary.

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.

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

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