

FY27 Cooperative Marketing Program



Through the program, eligible entities* harness

✓ **POWERFUL BRAND ASSOCIATION**

✓ **MATCHING FUNDING**

✓ **MARKETING + MEDIA EXPERTISE**

to **grow their tourism economy**

**Local & Tribal Governments and Tourism-Related IRS Non-Profits*



"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



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

YOU ARE HERE

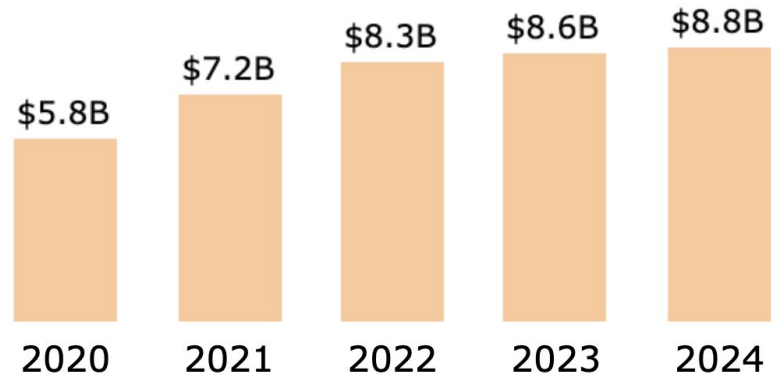
Your audience moves through the funnel: From initial awareness about your destination, to inspiring travel and ultimately visiting your destination.

NEW MEXICO TRUE

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

Direct Visitor Spending

Levels



The Proof is in the Numbers:
Direct visitor spending reached an **all-time record high** in 2024

NEW MEXICO TRUE

Data-Driven Approach to Attract the Most Valuable Travelers to YOUR Destination

WHO: *Venturesome Travelers*

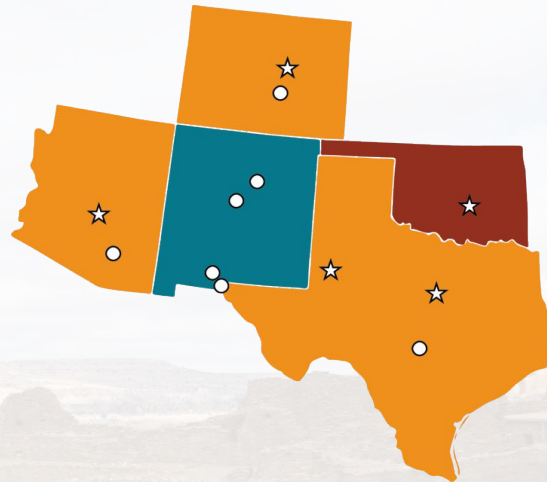
Behaviorally defined consumer target that seeks what New Mexico has to offer

HOW: *Authentic Storytelling*

Connecting people to place with a multimedia content strategy featuring visually striking, story-driven creative

WHERE: *Regional Drive Markets*

Research-based prioritized drive markets to deliver tangible impact at the local level



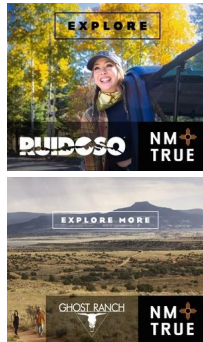
OKLAHOMA CITY is a high-value target based on recent research*:

- Strong awareness with conversion upside in response to ad exposure
- Expressed interest and anticipated enjoyment in visiting New Mexico

*Full report available upon request

Powerful Brand Association

Co-Branding Extends Equity to YOUR Destination

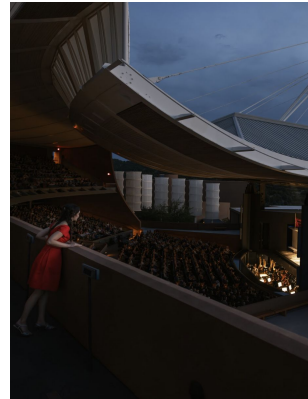
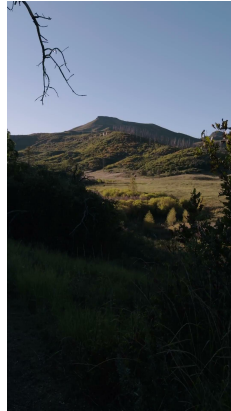


Custom Co-Branded Lock-up



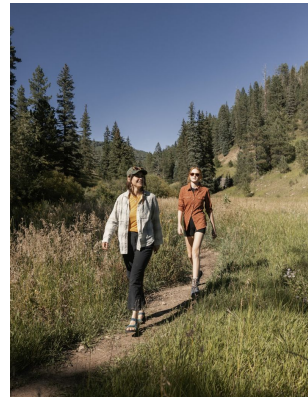
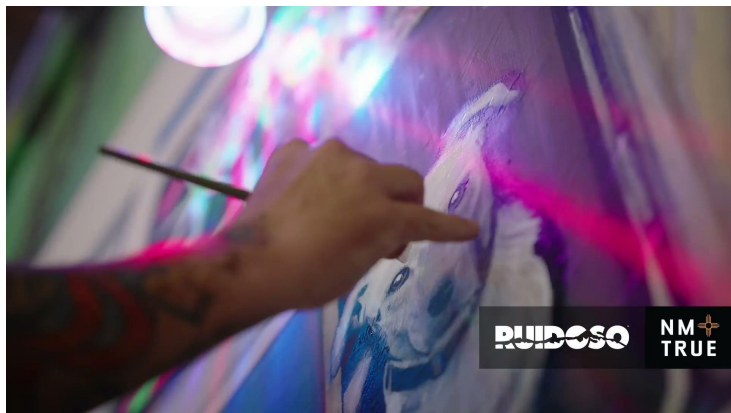


Content creation opportunities for YOUR destination in line with New Mexico True brand



Video References

Password: samples



3X IMPACT



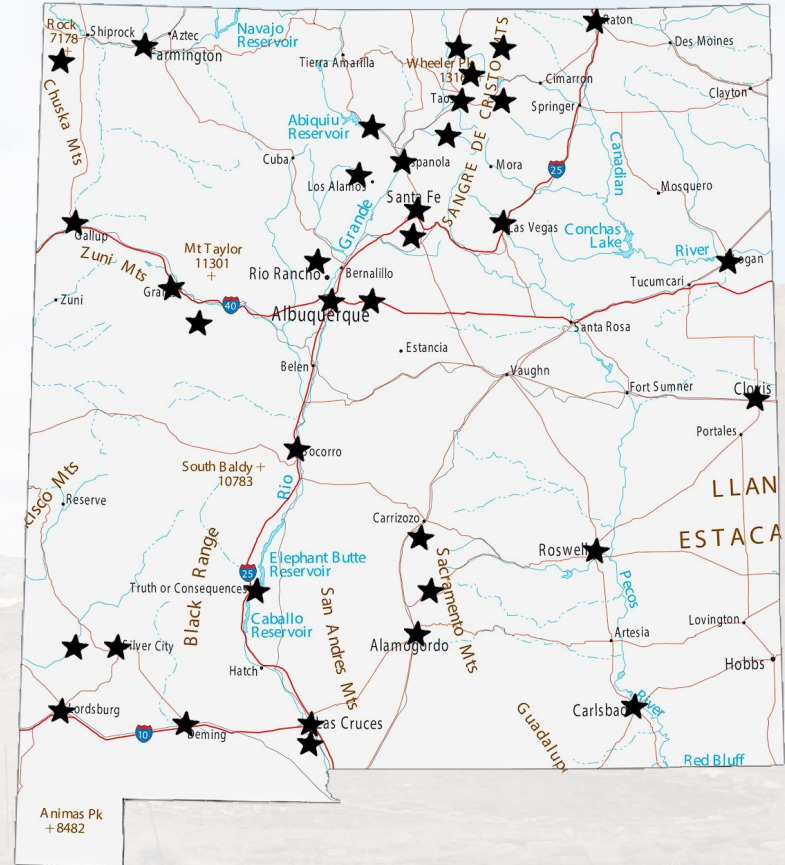
Program designed for diverse destinations and attractions statewide - with budgets of all sizes



Up to 49% of partner \$ may be sourced from private entities (Eligible entity must be the fiscal agent)

"Our investment has really tripled by the number of impressions and the results that we receive from the program."

- Lisa Katonak, Santa Fe County



* \$ Awards pending funding outcomes of 2026 Legislative Session. Select Flex initiatives will be awarded at a maximum 1:1 \$ match. See 'FY27 FLEX: Eligible and Ineligible Expenses detail

Share Your Priorities

- ✓ **Geo Targets**
OKC, W. TX, Dallas
- ✓ **Demographic Targets**
Millennials, Gen X
- ✓ **Priority In-Market Season**
Summer, Fall
- ✓ **Priority Tactics**
Content, Digital, Influencer, Print
- ✓ **Audience**
Outdoor Enthusiasts, Families
- ✓ **Budget**
\$25,000

Pre-Application Survey

Customized Smart Select Marketing™ Menu

PHOTO / VIDEO CONTENT	DIGITAL ADVERTISING
SOCIAL MEDIA CONTENT	REGIONAL PRINT / DIGITAL
INFLUENCER CAMPAIGNS	DIGITAL OUT-OF-HOME

Awarded Cooperative Plan

EXAMPLE AWARD

 **Starter Package:**
Photo + Meta Static

 **Denver Programmatic
Digital OOH**

 **Influencer
Campaign**

 **405 Magazine**

Award Summary

Your CoOp Partner Service Representative (PSR):

- Handles all interactions with media vendors
- Supplies you with production specs
- Facilitates production processes and creative approvals
- Keeps you informed on launch dates and deadlines
- Optimizes live media as needed
- Provides reporting

IS HERE FOR YOU!

Your CoOp Partner Service Team



AMANDA



SHELBY

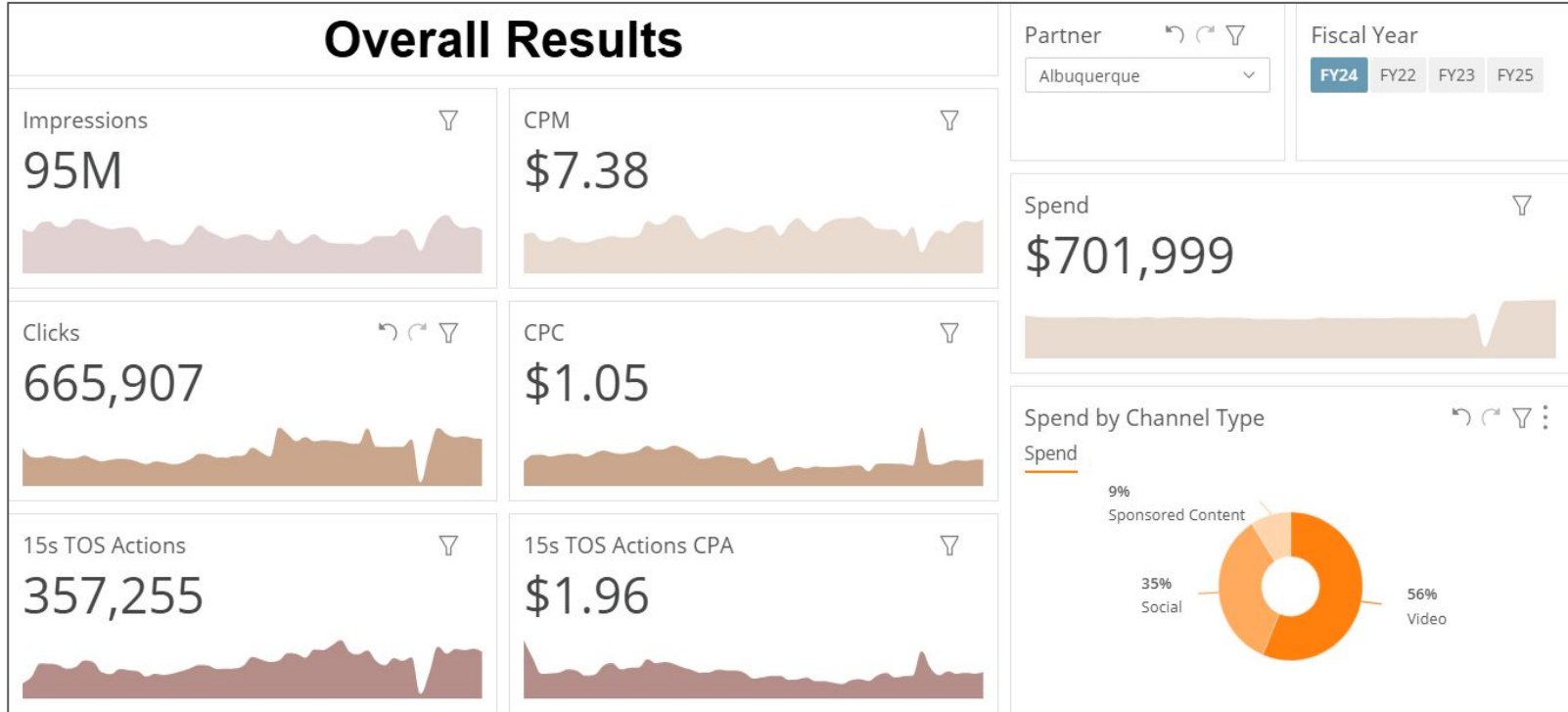


RONDA



CHRISTI

Custom Dashboard



Demonstrate the impact of YOUR marketing campaigns to your **community and stakeholders!**



Planning to Launch

Targeting
Messaging
Industry Trends
Purpose Built
Content

Performance Measurement

Data
Analytics
Optimizations
Insights

Future Implications

Marketing Mix
Investment
Planning
Grant Application

Next Steps

1. PRE-APPLICATION SURVEY

1. **February 2 - February 27**
Share Your Priorities in mandatory [FY27 CoOp Pre-Application Survey](#)

2. CUSTOM SMART SELECT MARKETING™ MENU

2. **Week of March 9**
Eligible Entities Receive customized Smart Select Marketing™ menu

Next Steps

Make Your Requests on the Smart Select Marketing™ Online Platform

#	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

FLEX = Your “Do-It-Yourself” Option

- **For off-menu** marketing initiatives (see appendix for specifics on eligible/ineligible expenses)
- **Some Flex request types limited** to 1:1 Maximum \$ Match*
- **100% of Cost Funded by Partner Upfront** (Prior to NMTD Reimbursement of eligible expenses post-execution**)
- **All creative must meet NM True brand standards and be pre-approved by NMTD**
- **DIY Execution:** Partner handles all marketing planning, vendor relations, production, and reporting

* \$ Awards pending funding outcomes of 2026 Legislative Session. See 'FY27 FLEX: Eligible and Ineligible Expenses detail.

**Creative approval, proof of payment, and proof of placement will be required prior to reimbursement. Failure to meet this requirement may result in non-reimbursement

Next Steps

PRE-APPLICATION SURVEY

CUSTOM SMART SELECT MARKETING™ MENU

MARKETING CONSULT

MENU REQUESTS AND APPLICATION

1. February 2 - February 27
Share Your Priorities in mandatory *FY27 CoOp Pre-Application Survey*
2. **Week of March 9**
Receive customized Smart Select Marketing™ menu
+ Schedule marketing consult
3. **March 10 - April 7**
Finalize menu requests and
Submit final application

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



Get in Touch



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Appendix

ADDING VALUE +



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

* 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 \$

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

**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

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: FY27 Cooperative Marketing Program Summary

Eligible Entities	Tourism-related IRS non-profits + tribal and local governments
Application Process	STEP 1: Complete Partner FY27 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	FY27 CoOp Pre-Application Survey: Closes Feb 27 MMP Selects & Flex Fund Requests: Due April 7
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>	<h2>FLEX Fund Initiatives</h2>
Funding Process	<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 7/10/26 with remainder due 12/1/26 → NMTD pays vendors 	<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.
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 2026 Legislative Session. **Select Flex initiatives will be awarded at a maximum 1:1 \$ match. See 'FY27 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

FY27 Cooperative Marketing Summary: FLEX Funding

Eligible Entities	Tourism-related IRS non-profits + tribal and local governments		
Application Process	<p>STEP 1: Complete FY27 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>FY27 CoOp Pre-Application Survey: Closes Feb 27</p> <p>MMP Selects & Flex Fund Requests: Due April 7</p>		
NMTD Funding*	2:1 \$ Match* (Consider local collaborations - up to 49% of Partner \$ from private sources - for greater impact)		
FLEX Funding Process	<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/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. 		
Execution Process**	<u>Partner handles:</u>	<ul style="list-style-type: none"> → Vendor negotiations → Insertion orders → Vendor payments 	<ul style="list-style-type: none"> → Creative trafficking to media vendors → Applying for reimbursement within 30 days of in-market date → Reporting
Brand Standards	<ul style="list-style-type: none"> → All creative must meet New Mexico True brand standards → Any web development/enhancement Flex project funded by CoOp must feature partner's New Mexico True logo lockup above the fold → All creative must be reviewed & approved by NMTD prior to trafficking 		

* \$ Awards pending funding outcomes of 2026 Legislative Session. **Select Flex initiatives will be awarded at a maximum 1:1 \$ match.** See 'FY27 FLEX: Eligible and Ineligible Expenses' supporting document for details