

**NEW MEXICO  TRUE**  
NEW MEXICO TOURISM DEPARTMENT  
**TOURISM EVENT GROWTH & SUSTAINABILITY PROGRAM**

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## FY24 APPLICATION CONTENT

**Note: This document is for previewing purposes only; all applications for the program must be completed and submitted online once available from March 21, 2023 – April 21, 2023.**

### INTRODUCTION

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This application is for the New Mexico Tourism Department Tourism Event Growth & Sustainability Program. By completing the application, you are confirming your interest in working with NMTD in order to grow your event. Completion of the application does not guarantee approval for participation in the program.

This program may be subject to certain public health orders, as well as any other events beyond the control of NMTD and its staff.

There are three tracks of the TEGS Program. For an overview of what each track delivers, click [here](#).

1. Accelerator
2. CoOp Events Marketing Program
3. Sponsorship

For definitions of words and phrases in this application, please see the related definitions document available [here](#).

Eligible events will do all of the following things:

- drive out-of-state travel
- drive in-state travel resulting in overnight stays
- provide an experience aligned with the New Mexico True brand

Events which received FY24 appropriations or FY23 supplemental funding from the New Mexico State Legislature are ineligible to apply for this program.

The application will be open from Tuesday, March 21, 2023 to Friday, April 21, 2023.

## APPLICANT CONTACT INFORMATION

Organization Name & Address

Name & Position Title

E-mail Address(es)

Phone Number(s)

Role in Event

Will the applicant be the main contact for all TEGS correspondence if awarded?

- Yes
- No

## MAIN CONTACT INFORMATION

- Organization Name & Address
- Name & Position Title
- E-mail Address(es)
- Phone Number(s)
- Role in Event
- Additional Contacts (*Name, E-mail, Phone, Role in Event*)

## FISCAL AGENT INFORMATION

An eligible fiscal agent is required for all tracks of TEGS. **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 Event Marketing Program track requires co-funding at a 2:1\* ratio (Partner provides \$1 for every \$2 awarded by NMTD).

\*Confirmation of NMTD matching level pending outcomes of 2023 Legislative Session.

- Fiscal Agent Name
- Fiscal Agent Signatory Name
- Signatory Title
- Signatory Address
- Signatory E-mail
- Signatory Phone

## VENDOR STATUS

If the fiscal agent **is** a vendor in the New Mexico State SHARE system, please provide its vendor name and number and upload a current W-9 below.

- SHARE Vendor Name
- SHARE Vendor Number

If the fiscal agent is **not** a vendor in the New Mexico State SHARE system, complete the blank W-9 available **here** and upload it below.

Is the applicant and/or fiscal agent a nonprofit organization?

- Yes
- No

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If the **applicant** is a nonprofit organization, is the nonprofit in good standing with the New Mexico Secretary of State and Office of the Attorney General?

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

If the **fiscal agent** is a nonprofit organization, is the nonprofit in good standing with the New Mexico Secretary of State and Office of the Attorney General?

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

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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 Venue Program, New Mexico True Certified, Rural Pathway Program, Strategic Events Recovery Readiness Initiative (SERRI), TEGS.*

- Yes
- No

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If Yes, please indicate all NMTD programs the event and/or applicant organization have participated in, and associated fiscal years (e.g., FY23 = July 1, 2022 – June 30, 2023).

If TEGS is checked above, complete the items below. If TEGS is not checked above, skip the items below and continue to the next section.

Please list fiscal year(s) of participation in TEGS, track(s) and award amount(s), and how TEGS has prepared the event for next steps.

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### PRIMARY EVENT DETAILS

- Event Name
- Event Type (*Select all that apply*):
  - Concerts & Performances
  - Festivals & Fair
  - Food & Wine
  - Big Annual Markets
  - Native American Events
  - Balloon Fiestas & Rallies
  - Sporting / Outdoor Recreation
  - Other (Please Specify)
- Event Description
- Current or Proposed Location(s)
- Event Website URL
- Social Media Platforms, Handles URLs, and Branded Hashtags

### EVENT TIMING

- Current Edition Number for 2023 (e.g., 50th Annual Balloon Festival = 50)
- Date(s) for 2023 (or 2024 if 2023 dates have already passed)
- Are the event's dates always at the same time of year as the dates listed above?
  - Yes

- No

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- Please state when the event normally takes place.
- If the event spans two months or is sometimes in one month and sometimes in another, include both months.

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**EVENT ATTENDANCE**

Event Attendance in 2022

- 4,999 or fewer
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000+
- Not sure
- N/A

What was the most recent year this event was held?

- 2016
- 2017
- 2018
- 2019 SKIP next section
- 2020
- 2021
- 2022
- Other (Please Specify)

Event Attendance in Most Recent Year Held?

- 4,999 or fewer
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000+
- Not sure

Projected Attendance in 2023 (or 2024 if 2023 dates have passed)?

- 4,999 or fewer
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000+
- Not sure

If selected for participation in this program, how many estimated additional visitors would the event receive?

Please provide evidence to support this estimate (in the box here and/or in the upload section below) (e.g. marketing plan, etc.).

Please use this upload area to provide any additional support of the above estimate. *(Optional document(s) upload available in the online application)*

List average attendee numbers for each day (or major event) of the event.

*e.g., Friday 10,000 - Saturday 8,000 - Sunday 9,000; Dance 5,000 - Tasting 3,000 - Auction 4,000*

Where do attendees come from?

List percentages: you may estimate if you do not know exact numbers. For definitions of these terms, please see the related entries in the definitions document available [here](#).

- Local / Immediate Region
- Other New Mexico (Outside of Local / Immediate Region)
- Out of State / National
- International
- Other (Please Specify)
- Not sure

What percent of total attendees come from locally-/regionally-based military personnel, oil and gas workers, or similar?

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## EVENT ORGANIZATION

Primary Organizing Body/Bodies and Role(s) in Event.

Please list any additional organizing bodies and their status (government entity, for-profit, nonprofit).

### PARTNERSHIPS

*Partnership: An existing relationship with another organization for the purpose of planning, marketing, and executing the event. Definitions available here.*

Please list all current partnerships and include their length (how long they have existed).

Please list any desired or pending partnerships.

### CONTINUITY & GROWTH

Please describe the current status of community buy-in for this event. Include: support received, challenges, and how the community currently or could contribute to the event.

*Community: Persons/entities affected by or involved in any stage of the event. May include: local residents; local businesses, organizations, public entities (Mayor's Office, Town Council, Chamber, DMO (destination's main tourism organization), COG (Council of Governments); other elected officials; utility companies; DOT (Department of Transportation), etc.); local/immediate region media and sponsors; volunteers and volunteer organizations; etc.*

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

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### EVENT GOALS

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

What does success look like for this event (this year, next year, in five years, in ten years...)

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### CHALLENGES

If the event does not experience challenges with an item, reply No and leave the text box blank. Does the event experience any challenges with...

...event venue(s)?

- Yes (Explain Below)
- No

...staffing?

- Yes (Explain Below)
- No

...funding and/or finances?

- Yes (Explain Below)
- No

...regulations and/or permitting?

- Yes (Explain Below)
- No

...talent and/or programming?

- Yes (Explain Below)
- No

...data collection?

- Yes (Explain Below)
- No

...insurance?

- Yes (Explain Below)
- No

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

- Extreme Heat
- Extreme Cold
- High or Unfavorable Winds
- Rain
- Flooding
- Wildfires
- Snow and/or Ice
- Lack of Snow and/or Ice
- None
- Other

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## PROGRAMMING & STRATEGY

Describe any plans to expand the event programming over time. *If none, enter N/A.*

Please provide an example of the event's current or most recent program (URL or upload of a file will be available in the online application).

Does this event have a strategic marketing plan? (upload of a file will be available in the online application).

- Yes (Explain Below)
- No

Does this event have a multi-year budget and/or financial plan? (upload of a file will be available in the online application).

- Yes (Explain Below)
- No

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## DATA COLLECTION & ANALYSIS

Is economic impact and/or attendee data currently collected?



What data is currently collected?

Select all that apply:

- Number of attendees/participants and/or number of tickets sold
- Average group size
- Attendee/participant demographics
- Percentage of attendees from outside community
- Ticket and/or package price(s)
- 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 food/beverage
- Average daily spend on non-food/-beverage items
- Attendee transportation type (car (own/rental, RV, plane, etc.)
- Average transportation costs (including gas/fuel)
- Other (Please Specify)

What methods are used to collect and analyze data?

Please upload any relevant economic impact and/or attendee data/reports from the event's most recent edition. (optional)

**ECONOMIC IMPACT**

Please complete the following items to the best of your ability. Enter data for the event's most recent edition. If the most recent edition of the event was in 2022, enter SAME for all Most Recent Edition column entries. If data has not been collected for an item, please enter NOT COLLECTED.

*Definitions: 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 (Calculation: Sum of Number of Days Attended divided by Sum of Number of Groups). 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 (Calculation: Sum of Number of Nights divided by Sum of Number of Groups). Average Daily Spending on Other: Anything*

|  | 2022 Edition | Most Recent Edition |
|--|--------------|---------------------|
| Total Number of Tickets Sold                       |              |                     |
| Average Price Per Ticket                           |              |                     |
| Total Number of Attendees                          |              |                     |
| Percent of Attendees from Outside Community        |              |                     |
| Average Group Size                                 |              |                     |
| Average Number of Days Attended                    |              |                     |
| Average Number of Nights in Area                   |              |                     |
| Percent of Attendees Staying at Commercial Lodging |              |                     |
| Average Nightly Lodging Cost                       |              |                     |
| Average Daily Spend on Food & Beverage             |              |                     |
| Average Daily Spend on Other                       |              |                     |

## SPONSORSHIP

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

## CURRENT SPONSORSHIPS

Please list **all** of the event's current sponsorships (below)

*Sponsorship: Financial or in-kind support received from an external person/organization to be used for the event. Local/Immediate Region: The county/counties in which the event is held, or the area within a 50-mile radius of the event site.*

Provide the following for each:

- Sponsor Name
- Sponsor Location
  - Local / Immediate Region
  - Other New Mexico (Outside of Local / Immediate Region)
  - Out of State / National
  - International
  - Other
  - Not Sure
- Contribution/Sponsor Type
  - Cash Only
  - In-Kind Only
  - Cash & In-Kind
  - Other
  - Not Sure

If the event has more than 20 sponsors, list them here (Name, Location, Contribution / Sponsorship type).

### Total CASH Sponsorships

*Add the Cash Only sponsorships and the cash portion of Cash & In-Kind sponsorships listed above.*

Please list all sponsorships currently under negotiation or being applied for.

*If there are none, please enter N/A.*

Please list any desired sponsorships **not** currently under negotiation or being applied for.

*If there are none, please enter N/A.*

Please provide a list of the event's current or potential sponsorable items (via URL, text description, and/or upload).

*Sponsorable Items: Products, spaces, infrastructure, packages, sub-events, etc. which can be sold to event sponsors (e.g., stages, beer/wine garden, vendor marketplace, children's area, merchandise, VIP areas and packages, etc.). URL or Description*

Please identify current non-sponsorship funding sources for the event.

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## LETTERS OF SUPPORT

Please upload letters of support from principal event stakeholders. These may include, but are not limited to: Town/City, County, Chamber, DMO (main organization in charge of tourism).

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## TRACK SELECTION

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

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

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

- Accelerator
- CoOp Events Marketing Program (\*see excel screenshot below for the **menu of marketing initiatives available to apply for**)
- Sponsorship

\*FY24 Tourism Events Growth & Sustainability (TEGS) Cooperative Marketing Menu:

Click [HERE](#) for TEGS Program Guidelines & Other Resources

CLICK HERE TO WATCH OUR TUTORIAL VIDEO FIRST! For further questions about this menu, reach out to [Events@NMTrueCoOp.org](mailto:Events@NMTrueCoOp.org)

| FY24 TOURISM EVENTS GROWTH & SUSTAINABILITY (TEGS) COOPERATIVE MARKETING MENU |  |   |                |  | PARTICIPATION REQUEST SUMMARY |                         |  |  |
|---|--|---|----------------|--|-------------------------------|-------------------------|--|--|
| Organization Name:  |  | # | TOTAL \$ VALUE |  | NMTD \$ (2:1 MATCH)*          | PARTNER \$ COMMITMENT** |  |  |
| Primary Contact: TYPE HERE  |  | 0 | \$0            |  | \$0                           | \$0                     |  |  |
| Email: TYPE HERE  |  |   |                |  |                               |                         |  |  |

  

| EVENTS MARKETING MENU OPTIONS          |   |                         |                       |   |                |                      |                       |                          |                        |
|--|---|-------------------------|-----------------------|---|----------------|----------------------|-----------------------|--------------------------|------------------------|
| TYPE                                   | INITIATIVE  | LINK TO DETAILS         | Estimated Impressions | # | TOTAL \$ VALUE | NMTD \$ (2:1 MATCH)* | PARTNER \$ COMMITMENT | REQUEST PARTICIPATION? * | PRIORITY RANK IF "YES" |
| EVENTS - ORGANIC SOCIAL / CONTENT / PR | TEGS (Events) Photo/Video Package: for events occurring between July 15, 2023 - June 30, 2024   | <a href="#">DETAILS</a> | PARTNER-SPECIFIC      | 1 | \$8,523        | \$5,682              | \$2,841               |                          |                        |
| EVENTS - ORGANIC SOCIAL / CONTENT / PR | TEGS (Events) Social Media & PR Package: for events occurring between October 15, 2023 - September 30, 2024   | <a href="#">DETAILS</a> | PARTNER-SPECIFIC      | 1 | \$8,523        | \$5,682              | \$2,841               |                          |                        |
| EVENTS - ORGANIC SOCIAL / CONTENT / PR | TEGS (Events) Regional Micro-Influencer InstaMeet: for events occurring between September 1, 2023 - June 30, 2024   | <a href="#">DETAILS</a> | PARTNER-SPECIFIC      | 1 | \$15,000       | \$10,000             | \$5,000               |                          |                        |
| EVENTS - DIGITAL                       | TEGS (Events) Digital BRONZE Package (Consideration) - Facebook Static + Programmatic Display: For events occurring between October 1, 2023 - September 2, 2024                               | <a href="#">DETAILS</a> | 1,517,067             | 1 | \$7,500        | \$5,000              | \$2,500               |                          |                        |
| EVENTS - DIGITAL                       | TEGS (Events) Digital SILVER Package (Intent - Action on Site): Facebook Static + Programmatic Display: For events occurring between October 1, 2023 - September 2, 2024                      | <a href="#">DETAILS</a> | 1,517,067             | 1 | \$7,500        | \$5,000              | \$2,500               |                          |                        |
| EVENTS - DIGITAL                       | TEGS (Events) Digital GOLD Package (Intent - Action on Site) - FB Static & Video + Sponsored Content + Programmatic Display: For events occurring between October 1, 2023 - September 2, 2024 | <a href="#">DETAILS</a> | 1,835,126             | 1 | \$15,000       | \$10,000             | \$5,000               |                          |                        |
| EVENTS - DIGITAL                       | TEGS (Events) Facebook Static Ads: For events occurring between October 1, 2023 - September 2, 2024   | <a href="#">DETAILS</a> | 300,000               | 1 | \$3,000        | \$2,000              | \$1,000               |                          |                        |
| EVENTS - PRINT / DIGITAL               | TEGS (Events) New Mexico Magazine Package (1X, HP) + Bonus Digital: For events occurring between October 1, 2023 - September 2, 2024  | <a href="#">DETAILS</a> | 309,000               | 1 | \$6,765        | \$4,510              | \$2,255               |                          |                        |

\*All Requests subject to review and approval by NMTD and contingent on available funds.  
 \*\* Partner \$ Due in Full to NMTD 7/10/23 for Events taking place in Sept 2023-Mar 2024; Due 12/1/23 for Events in April-August 2024

## SPONSORSHIP TRACK

How much sponsorship will you be applying for? Please note award tiers below:

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

### Tier Maximum Award Typical Attendance

|           |                          |
|-----------|--------------------------|
| \$10,000  | 4,999 or fewer attendees |
| \$20,000  | 5,000-9,999 attendees    |
| \$40,000  | 10,000-24,999 attendees  |
| \$60,000  | 25,000-49,999 attendees  |
| \$100,000 | 50,000+ attendees        |

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

*If the event has pre-defined sponsorship tiers/packages, please enter a URL or upload a copy below.*

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

## COOP EVENTS MARKETING PROGRAM

### MARKETING

How will TEGS CoOp complement the event's marketing plan and initiatives?

Provide a sample advertisement or marketing message with an associated Call to Action illustrating trip conversion power.

### FUNDING

*Note: For every \$2 awarded by NMTD, partners must provide \$1 in cash-only co-funding.\**

Please indicate what percentage of total Partner funds for CoOp will come from each of the sources below:

*Note: For-profit funds must not exceed 49% of the total investment.*

- For-Profit Organization
- Non-Profit Organization
- Government Entity
- Other (Please Specify)

What is the event's **total budget available** to fulfill the co-funding requirement?

What is the total award amount you would like to request (up to a maximum of \$20,000)?

Please complete the Smart Select media menu (sample excel marketing menu provided above) with your desired advertising selections, based on the amount of funding requested above.

*Note: Awarded selections may differ from application selections, depending on appropriateness and partner budget. Awarded partners will have the opportunity to discuss selections with NMTD after award notification and before agreement signature.*

What geographic markets do you wish to target with CoOp Marketing efforts?

Please select 3:

- Dallas
- Houston
- West Texas (Lubbock, Amarillo, Midland/Odessa)
- Phoenix
- Tucson
- Denver
- Colorado
- Springs/Denver
- Oklahoma City

- Albuquerque/Santa Fe
- Albuquerque only (not including Santa Fe)
- Las Cruces/El Paso
- Other: \_\_\_\_\_

What demographic markets do you wish to target with CoOp Marketing efforts?

Please select 3:

- Gen Z (Ages 18-24)
- Millennials (Ages 25-40)
- Gen X (Ages 41-56)
- Young Boomers/Empty Nesters (Ages 57-64)
- Seniors/Retirees (Ages 65+)
- Other: \_\_\_\_\_

What behavioral/psychographic markets do you wish to target with CoOp Marketing efforts?

Please select 3:

- Arts (Visual & Performing)
- Culinary
- Cultural Heritage
- History
- Shopping
- Outdoor Recreation
- Eco-conscious Travel
- Family Travel
- Couples Travel
- Other: \_\_\_\_\_

Add completed [Media Menu](#) (this will be embedded in the online application) indicating marketing initiatives you are applying for. [Click here for a video tutorial](#) on how to complete this document.

NOTE: If you apply for the GOLD digital events package, you must provide a link to your organization's video assets for review by the Awards Committee.

(the ability to upload supporting files including video will be available here in the online application March 21, 2023 – April 21, 2023)

\*Confirmation of NMTD matching level pending outcomes of 2023 Legislative Session.

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**ADDITIONAL UPLOADS (OPTIONAL)**

If desired, use this section to upload any additional materials pertinent to this application. *e.g., Images, videos, marketing/advertising samples, etc.*

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**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. One cancellation/reschedule is permitted in case of emergency.
- 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 track, I agree to:**

- Provide all required documentation and information, including but not limited to:
  - Self-Assessment (if applicable)
  - 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
  - Final event reports
- Provide event access to NMTD staff for the purpose of completing onsite assessments.

**If selected for the Event Sponsorship track, 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 Event Marketing Program, I agree to:**

- Raise the *same amount in cash sponsorships as the amount awarded through this program.*\*
- 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 inputs and responses to communications that ensure successful execution of all initiatives.
  - Adhere to deadlines per the Production Summary, either by utilizing internal resources or by contracting with a third party.
- \* Confirmation of NMTD matching level pending outcomes of 2023 Legislative Session.

*Date and signature field provided in the online application.*

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SUBMIT APPLICATION  
(available online – March 21 – April 21, 2023)  
<https://nmtourism.smapply.io/prog/>