

# NEW MEXICO TRUE

NEW MEXICO TOURISM DEPARTMENT

## TOURISM EVENT GROWTH & SUSTAINABILITY PROGRAM

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### FY23 PROGRAM GUIDELINES

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## **I. PROGRAM PURPOSE & OVERVIEW**

This program provides technical assistance, sponsorship, and marketing and advertising to events within New Mexico to support their growth and sustainability.

The program offers three options for support:

### **Event Accelerator**

Builds and improves events to prepare them for sponsorship. Technical assistance provides an Online Discoverability Audit of the event and a strategy for building/improving the event website, social media presence, and/or online ticketing. Upon successful completion of the accelerator, the event may receive up to \$5,000 in reimbursement-based funding to execute the deliverables provided in the accelerator.

To participate, applicants must provide proof of event success/track record, local commitment, and a readiness to accelerate.

### **Event Sponsorship**

Provides up to \$50,000 in sponsorship from NMTD and provides the opportunity to participate in a national sponsorship sales program, depending on eligibility.

To participate, applicants must upload letters of support from the event's Town/City, County, Chamber, and DMO; provide brand impressions equal to the contract amount; and demonstrate advertising potential and ability to grow the event. Events must have a media/communications plan; a website and social media strategy; and a marketing budget. Applicants must also provide eventgoer numbers and demographics, as well as information about the event's economic impact on the community; data must indicate that the event has grown and is successful enough to attract sponsors.

### **CoOp Events Advertising Program**

Secures marketing and advertising for events through a 2:1 co-funded marketing program in which awarded entities choose from a media menu up to an award of \$10,000.

To participate, event must have digital access to website and social accounts, and conversion potential on the event website.

## **II. ELIGIBILITY**

Events which received FY23 appropriations or FY22 supplemental funding from the New Mexico State Legislature are ineligible to apply for this program.

### **WHAT QUALIFIES AS AN EVENT?**

Eligible events will do **all** of the following things:

1. Drive out-of-state travel
2. Drive in-state travel resulting in overnight stays
3. Provide an experience aligned with the New Mexico True brand

Applicants must partner with an eligible fiscal agent (see III. FISCAL AGENT & CO-FUNDING REQUIREMENTS below) for all parts of this program.

Each part of the program has specific requirements for participation; see I. PROGRAM PURPOSE & OVERVIEW above for details.

Events may only participate in one part of the program per fiscal year.

### **III. FISCAL AGENT & CO-FUNDING REQUIREMENTS**

#### **Fiscal Agent**

An eligible fiscal agent is required for all parts of this program.

Eligible fiscal agents include legal, nonprofit tourism-related organizations, as designated by the Internal Revenue Service (IRS); for-profit organizations; and municipalities, counties, and tribal governments within the State of New Mexico that promote New Mexico as a visitor destination.

#### **Co-Funding**

The Event Accelerator and Event Sponsorship do not require a match or co-funding. The CoOp Events Advertising Program is a 2:1 co-funded marketing program in which awarded entities choose from a media menu up to an award of \$10,000.

### **IV. APPLICATION & AWARD PROCESS & TIMELINE**

#### **Step 1: Determine Eligibility**

Identify the event which will participate in the program and ensure it meets eligibility requirements as defined above in II. ELIGIBILITY.

#### **Step 2: Identify a Fiscal Agent**

Identify an eligible fiscal agent as defined above in III. FISCAL AGENT & CO-FUNDING REQUIREMENTS.

**Step 3: Apply**

Complete the online application at [nmtourism.smapply.io](http://nmtourism.smapply.io) between Monday, April 18, 2022 and Friday, May 27, 2022.

**Step 4: Review Period & Decision Notification**

Applications will be reviewed the week of May 30, 2022.

Decision notifications will be sent the week of ~~June 6, 2022~~ June 20, 2022.

Agreements will be signed within the month following award notification.

## **V. SUBMISSION REQUIREMENTS**

The Tourism Event Growth & Sustainability Program application can be accessed at [nmtourism.smapply.io](http://nmtourism.smapply.io). See IV. APPLICATION & AWARD PROCESS & TIMELINE above for application dates.

## **VI. APPLICATION EVALUATION CONSIDERATIONS**

**EVENT ELIGIBILITY**

Event meets all program eligibility requirements as defined above in II. ELIGIBILITY.

**APPLICATION COMPLETENESS**

All sections of the application must be completed, with the exception of the Additional Uploads section, which is optional.

**NEED FOR TECHNICAL ASSISTANCE**

Events selected for participation in the Event Accelerator will demonstrate a need for the technical assistance provided by this program, as defined in I. PROGRAM PURPOSE & OVERVIEW above.

**SPONSORSHIP READINESS**

Events selected for participation in the Event Sponsorship must demonstrate sponsorship readiness as defined in I. PROGRAM PURPOSE & OVERVIEW above.

**NEED FOR MARKETING/ADVERTISING ASSISTANCE**

Events selected for participation in the CoOp Events Advertising Program will demonstrate a need for the marketing/advertising assistance provided by this program, as defined in I. PROGRAM PURPOSE & OVERVIEW above.

## **VII. PROGRAM AGREEMENT**

Awards will be officially executed upon receipt by NMTD of the signed program agreement. Agreements will include these Program Guidelines (*Exhibit A*).

## **VIII. DISBURSEMENT OF FUNDS**

### **Requirements for funding**

- Scheduled calls and meetings have been attended; one cancellation/reschedule is permitted in case of emergency.
- All required documentation and information has been provided.
- An eligible fiscal agent has been provided to administer funds provided through the program.

### **Event Accelerator**

Event will receive technical assistance and up to \$5,000 in reimbursement-based funding to execute the deliverables provided in the accelerator program.

Deliverables for reimbursement:

- Pre-Approval: Provide scope of work with detailed deliverables that address the specific opportunities identified in the Online Discoverability Audit prior to commencement.
- Reimbursement request with proof of execution and proof of payment to vendor.

### **Event Advertising Sponsorship**

Events will receive up to \$50,000 in a sponsorship from NMTD.

### **CoOp Events Program**

Events will participate in a 2:1 co-funded marketing program in which awarded entities choose from a media menu up to an award of \$10,000.

Deliverables:

- Provide menu of marketing opportunities
- Assist partner in making appropriate selections
- Upon receipt of MMP Partner funds, NMTD will:
  - Provide co-branded logo lockup;
  - Work with partner to produce creative and get approval per NM True specs;

- Communicate with media vendors and secure ad placement and/or services as agreed upon 6. Provide documentation to Partner to verify agreed upon deliverables were made
- Pay media vendors for ad placement and/or services. 8. Collect and share campaign performance measurement data with Partner.

## **IX. ELIGIBLE EXPENDITURES**

### **Event Accelerator**

Eligible expenditures include the deliverables necessary to execute the findings/strategy identified via technical assistance. Sample deliverables include website creation or improvement, social media content creation, online ticketing platform creation, etc.

### **Event Sponsorship**

N/A

### **CoOp Event Advertising Program**

Eligible expenditures include items featured on the proposed marketing menu.

## **X. PROGRAM ASSISTANCE**

For further information or assistance, please contact Emily Bates, Tourism Development Coordinator, at [emily.bates@state.nm.us](mailto:emily.bates@state.nm.us) or by phone at 505-690-6167.