

**TOURISM EVENT
GROWTH & SUSTAINABILITY PROGRAM**

FY24 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* matching investment 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.

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

II. ELIGIBILITY

Events which received FY24 appropriations or FY23 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* matching investment marketing program in which awarded entities choose from a media menu up to an award of \$10,000.

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

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 FY24 application (available soon) between Tuesday, March 21, 2023 and Friday, April 21, 2023 deadline.

Step 4: Review Period & Decision Notification

Applications will be reviewed May 2023.

Decision notifications will be sent the first week of June 2023.

Agreements will be signed within the month following award notification.

V. SUBMISSION REQUIREMENTS

The Tourism Event Growth & Sustainability Program application can be accessed beginning March 21, 2023. The link will be available here and on the program home page. 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* matching investment marketing program in which awarded entities choose from a media menu up to an award of \$10,000.

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

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 Holly Kelley, Business Development Coordinator, at Holly.Kelley@state.nm.us or by phone at 505-629-8234.