



Cooperative Marketing Grant Program FY19 Frequently Asked Questions (FAQs)

Q: My login credentials don't work. How do I start an application?

A: As the New Mexico Tourism Department (NMTD) is utilizing a new online platform located at nmtourism.smapply.io, you will need to register for an account and create a new profile including login and password.

Q: Is there an Intent to Apply that I need to complete like last year?

A: No, there is one streamlined application and only one deadline date, April 9, 2018. However, we recommend that you complete the initial section of the application (Part I: Applicant Profile & Confidentiality) as soon as possible so that you may download the MMP Opt-In Workbook with pricing and begin your planning process.

Q: Can I apply for both the Media Menu Program (MMP) and Flexible Funding (Flex)?

A: Yes, you can apply for either or both in the same application.

Q: I don't see a link to the MMP program pricing even after I log in.

A: Costs are detailed in the Opt-in Workbook that is available to download once you create an account and complete "Part I: Applicant Profile & Confidentiality" of the application.

Q: What is the primary difference between the two grants - it sounds like the Flex Plan is more hands-on work and thus I assume the grant funding is of a larger reimbursement?

A: The primary difference is that MMP offers a select set of options that leverage NMTD's buying power and create synergy with New Mexico True advertising investments. In addition, the NMTD CoOp team secures the buys, trafficks ads and furnishes performance reports for MMP options on your behalf. Finally, awarded entities are only required to pay their share ("Partner Portion") of their selected MMP options in advance. In contrast, Flex places a greater burden on and requires more from the awardee. While MMP awards have no set cap, awards for Flex partners are expected to average just \$5,000. Please see [here](#) for additional details.

Q: At what point does the 1:1 consultation happen, before or after the grant is due?

A: Phone consults will be scheduled by request on a first-come, first-served basis between March 5 and 30, 2018. Applicants who work with advertising agencies or external media buying resources are expected to attend with their account managers. To request your 1:1 consult, complete the initial section of the application, Part I: Applicant Profile & Confidentiality, and indicate your scheduling preferences.

Q: Does the Flex Grant allow us to receive funding for any type of media?

A: All types of media are eligible for Flex funding; vendors must be different from those offered through MMP. Please see the complete list of Eligible and Ineligible expenses [here](#).

Q: Can I use a Flex award to place media with a vendor on the MMP?

A: No, requests to fund tactics with a media vendor listed on the MMP will not be granted a Flex award. Think of the Flex program as a “None of the Above” option to request funding for vendors and programs not on the MMP menu. Please see the complete list of Eligible and Ineligible expenses [here](#).

Q: How exactly does reimbursement work for the Flex Grant?

A: Flex partners pay 100% of the cost up-front then request reimbursement through an online form and are required to upload proof of NMTD creative approval, placement and payment within 30 days of advertising being in-market. They are also responsible for submitting an end-of-year Tracking and Impact Report no later than July 5, 2019.

Q: With an MMP grant award is the reimbursement 100% of costs of advertising or is it a 1:1 (we pay half, the grant covers half)?

A: MMP awardees pay their portion depending upon type of media and when creative assets are due. NMTD then matches that amount with an equal amount to pay the media vendor. Flex applicants pay 100% of the advertising costs in advance, then submit a request for reimbursement with supporting documentation. Once approved, NMTD pays its 50% of eligible expenses to the awardee.

Q: Are the Flex maximum request amounts based on partnerships again?

A: Collaboration is encouraged but no longer required to acquire greater funding. We hope your entire community will be strategic in its messaging and media spending.

Q: Are municipalities eligible to apply with different partners multiple times?

A: Yes, municipalities can apply as part of one or more than one (regional, interest-based or other) collective and as a sole entity.

Q: I am part of a collaborative group arranging a destination tourism educational program. Are we eligible?

A: As long as one of the collaborating entities meets the eligibility requirements and agrees to act as fiscal agent as the Applicant Organization, you may apply.

Q: Do you have a list of New Mexico Ad Agencies, PR Agencies and Photographers that you can share?

A: The NMTD FY19 CoOp Program Qualified Advertising Agency & Creative Resource Directory is now posted on the [Cooperative Marketing Resources](#) page of the online application portal.

Q: Under the FY19 Grant guidelines, am I still able to use my ad agency for creative as long as I am not submitting for creative credit from NMTD?

A: Yes, even if your ad agency/creative resource is not among those listed in NMTD’s Qualified Directory, you are still welcome to use it (him/her), you just won’t be eligible to request an “Ad Design Credit.”

Q: We have an internal team member who also serves as a freelance designer. Can this person (who attended the webinar) design our ads or does s/he have to be a business? Can we submit this invoice for services as part of the cost for creating the ads?

A: Yes, many of our partners have extremely talented individuals working for them as either staff or on a contract basis. You are certainly welcome to utilize them, you just won’t be eligible to request an MMP “Ad Design Credit.” Creative production and ad design are not an eligible Flex expense. Please see the complete list of Eligible and Ineligible expenses [here](#).

Q: We have large selection of photos. Should we upload a selection of these photos to have them approved by you in advance of creating future ads?

A: Photos may be submitted with your Ad Content Execution (ACE) Form on the [Ad Builder Toolkit](#). If you would like feedback on your photo options prior to creating your ad, you may initially submit them for review with your ACE form, prior to submitting a completed ad design.

Q: Is there a report of results from past grantees? (ROI, conversion, etc.)

A: Yes, it's located on the [Cooperative Marketing Grant page](#) of our Industry Partners website. Partner and MMP program campaign-specific reporting is delivered to the partner within 30 days post campaign completion. All per-campaign reporting will also be wrapped up into a fiscal summary for each partner's full MMP participation, including a budget/spend recap. Expected delivery of fiscal summaries will be within 45-60 days after the end of the fiscal (or the completion of the partner's programs, if their programs extend beyond the end of the fiscal). All programs that do not generate performance reporting (print, OOH), will only be included in fiscal summaries with digital proof of performance and run dates.

Q: We are concerned about applying for a grant to work with the same company as this year when they haven't completed their marketing effort and we don't know the success of current efforts.

A: If your campaign has been implemented, I suggest asking for a mid-term report or, if you've worked with this provider in the past, refer to a previous year's completed campaign. If the company is an MMP vendor, talk with our team about past results or results from a campaign with another partner that has already wrapped up.

Q: With purchased lists, can you confirm all subscribers have opted in?

A: All eTarget emails will abide by the U.S. CamSpam laws. Distribution for the Outbound Collective program is to those that have opted-in specifically for the publisher's emails.

Q: Is there a limit on the number of partners we can utilize, as long as any one does not exceed 50% of our match?

A: We encourage collaboration and do not limit the number of partners an applicant may have. However, private businesses contributing cash may not exceed the 50% of the applicant's total request amount.

Q: Is it possible for collaborators (partners, ad agencies, etc.) to review and edit my application?

A: Yes. Applicants may invite collaborators to their application on [NMTourism.SMApply.io](#)

There are three major components to this process:

1. Applicant Completes the Collaborator Invite

Within the applicant's application on the left side of the screen they will be able to click the **Add Collaborators** button. Upon doing so, they can enter the email address of the collaborator they are adding, set the permissions of the user to View & Edit or View Only and provide an optional message to the collaborator.

2. Collaborator Receives the Invite

Once the invite is sent, the collaborator will receive it at the email provided by the applicant. Within the email the collaborator will be able to Join the application, or Decline the invite. Upon clicking Join Now within the email the collaborator will be able to either Login (if they already have an account) or complete the registration process. Once they have logged in, they will be successfully added as a collaborator to the application.

NOTE: If the collaborator is sent an invite to multiple applications, they will need to Join each application through the email that is sent.

3. Collaborator completes any required tasks

After the Collaborator has accepted the request and logged in they will have access to the application. Their permissions will depend both on the settings that have been [given to the task](#) as well as the permissions set by the applicant.