

# The Rural Marketing Cooperative Program Fiscal Year 2020

# Guidelines and Instructions

### Due Date: Applications must be received at the AOT office no later than

**5:00 p.m. Wednesday, July 10, 2019**

###### OFFICE LOCATION:

###### Arizona Office of Tourism

100 N. 7th Ave., Suite 400

Phoenix, AZ 85007

**AGENCY CONTACTS:**

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A – The Rural Marketing Cooperative FY 2020 Application

Section A - Applicant Administrative Information Section B - FY 2020 Affidavit in Support of Application

**ARIZONA OFFICE OF TOURISM**

**The Rural Marketing**

**Cooperative FY 2020**

1. **Program Purpose**

The Rural Marketing Cooperative is administered by the Arizona Office of Tourism (AOT) for the purpose of expanding travel and tourism related activities in communities throughout Arizona. It provides a means for eligible participants, (rural destination marketing organizations (DMOs), tribal entities, statewide tourism associations and regional tourism partnerships), to participate in marketing opportunities.

AOT works with media and partnership representatives to negotiate rates, and eligible participants receive rates subsidized at fifty (50) percent of the negotiated rate.

1. **Program Description**

The Rural Marketing Cooperative offers a variety of strategic media and AOT partnership opportunities, and participants can participate at many different levels. The media plan combines print, outdoor and online placements, along with packaged co-op media placements and additional non-media opportunities.

Below is a brief description of each of the offerings included in the Rural Marketing Cooperative.

**Packaged Digital Media** - Participants can select from geo and behavioral targeted online media packages, using a variety of sites and networks to maximize effectiveness. Options include digital display (behavioral and contextual), search marketing, retargeting and more.

**Shared Opportunities** – Participants can buy into domestic and international publisher inserts and selections, which will have AOT branding, and include participants' ads and advertorial.

**Individual Ad Buys** - Participants can choose to place ads in pre-selected print and out-of-home media. Most of these placements will be standalone placements; however, a few print publications may group the ads into a publisher-designed Arizona section. Total Individual Ad Buys shall not exceed **$15,000** half-net rate.

**Visitor Studies –** Participants can choose customized intercept studies to help them understand the demographics and economic impact of visitors to their region.

**Mobile Location Data** – Participants can purchase reports detailing the travel patterns and origin markets of mobile devices detected in their destination.

**Arizona Visitor Information Center Program (AVIC) –** Through this program, participants have the opportunity to receive Official Arizona Visitor Information accreditation.

**Trade and Media Mission** - Participants have the opportunity to join AOT's Trade and Media team at missions in selected international markets.

**Consumer Travel Shows** - Participants have the opportunity to join AOT's Marketing team at travel shows in selected domestic markets.

**Local First Development Packages** – Participants have the opportunity to buy into tiered brand development packages.

**Crowdriff UGC** – Participants have the opportunity to buy into a Tier 1 subscription service that will help integrate user-generated images on their websites.

**Translation Services** – Participants can buy translations services for German, Chinese, French, Spanish and Japanese.

1. **Subsidized Rates**

AOT will subsidize rates at fifty (50) percent of the negotiated rate for qualified co-op participants.

* 1. Individual Ad Buys shall not exceed $15,000 half net rate.
		1. Total buy amount cannot exceed $50,000\*
		2. Each opportunity has limited participation.

**\*Subsidized rates for the Rural Marketing Cooperative are contingent upon AOT’s**

**FY 2020 budget.**

1. **Program Eligibility**

Rural destination marketing organizations (DMOs), tribal entities, statewide tourism associations (e.g., the Arizona Dude Ranch Association) and regional tourism partnerships meeting the criteria in this section are eligible. Please read the eligibility criteria thoroughly.

* 1. Applicants must meet the criteria of at least one of the following four categories in order to be eligible for subsidized rates:
		1. An Arizona based rural Destination Marketing Organization (DMO). A DMO is defined as an incorporated not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis. Only one DMO can participate per city, town or region. Rural DMOs are defined as any DMO located outside Pima and Maricopa Counties or a DMO located in Ajo, Gila Bend or Why.
		2. A tribal entity that wishes to market existing tourism attractions and tourism facilities.
		3. An Arizona based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income.
		4. An Arizona based regional partnership which consists of a minimum of three (3) DMOs that promote a minimum of three (3) communities as a single regional tourist destination; the number of rural or tribal DMO participants must be equal to or greater than the number of urban DMOs. For example, if a regional partnership consists of three (3) DMOs, two (2) must be rural or tribal. Only one regional partnership can participate per region. Regions are not limited to those marketing regions previously identified by AOT for promotional purposes. Each regional participant must be the designated DMO for its respective community. Regional partnerships must have a tourism website or micro-site that promotes each regional participant in an equitable manner.

And

* + 1. Applicants must be exempt from federal income tax under section 501(c)3 or 501(c)6 of the Internal Revenue Code. Applicants shall not use the 501(c)3 or 501(c)6 status of another organization. Tribes and municipalities are exempt from the 501(c)3 or 501(c)6 status requirement as they are government.

And

* + 1. Applicants must have a tourism website or microsite to use as the call to action and a fulfillment piece.

DMOs that do not qualify for this program are still eligible to participate with AOT on co-op marketing opportunities at the negotiated rate but will not receive the 50% subsidy.

1. **Strategic Goals of the Program**

* Increase Visitation
* Increase Return Visitation
* Increase Visitor Spending
1. **Objectives of the Program**
* Deliver overnight visitation to the rural communities and regions of Arizona.
* Deliver a cohesive message to visitors across the state to have a larger impact.
* Secure partnerships and opportunities at varying levels that allow for co-branded and standalone opportunities for the participants.
1. **Media Plan**

The Rural Marketing Cooperative is a rural Arizona-focused co-op program that utilizes a media plan designed to attract visitors from major metropolitan areas in Arizona, drive as well as long-haul domestic and international markets. **The fiscal year 2020 program will run from September 1, 2019 – August 31, 2020.**

AOT has developed a comprehensive media plan backed by AOT research and participant insight. The media placements are geo-targeted to the markets listed below.

**Target Markets**

* Arizona: Phoenix and Tucson
* Domestic: National, Chicago, Las Vegas, and Southern California (LA & San Diego)
* International: Canada, Mexico, Germany and United Kingdom

**Target Audiences**

* Baby Boomers
	+ Adults 55 - 75HHI: $50,000+, emphasis on $75,000+
* Gen X
	+ Adults 40-54
	+ HHI: $50,000+, emphasis on $75,000+

AOT will conduct a seasonal campaign to support the coop participants and drive visitation throughout Arizona. AOT ad placements will direct visitors to ExploreMoreAZ.com.

1. **Application Instructions**

Each entity may submit a maximum of two applications. If an entity submits two applications, one must be a regional partnership.

The application must include all information outlined in Attachment A, Section A - Applicant Administrative Information and Attachment A, Section B - Affidavit in Support of Application.

8.1 Entity Name: The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.

* 1. Physical Address: Provide a street address (no P.O. Boxes) for deliveries.
	2. Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
	3. County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties included under the application.
	4. Project Coordinator’s Name and Title: The person responsible for administering the project and the day-to-day contact for AOT. This individual is also responsible for submitting all necessary documentation throughout the year-long effort of this project and must be familiar with the specifics of the Rural Marketing Cooperative, as well as the application submitted. Provide the Project Coordinator’s telephone number, fax number, and e-mail address.
	5. Provide the tourism website that will be promoted in advertisements. Regional partnerships must have a website that promotes the region and each participant in an equitable manner.
	6. The fulfillment piece is the tourism brochure or visitor guide that will be mailed to people that inquire about the destination. Regional partnerships must have a fulfillment piece that promotes the region and each participant in an equitable manner.
	7. Refer to Section 4.1.4 for information on Regional Partnerships. List all regional participants in the designated box.
	8. Signatures: The signatures on the application certify that the information on the form is correct to the best of the signatories’ knowledge, and authorizes the participation in the Rural Marketing Cooperative for FY 2020. Applications must bear the signatures of the Project Coordinator and the Administrative Official (the person authorized to commit the applicant to funding requested co-op opportunities). Both signatures are required to process the application. In some cases the Project Coordinator and the Administrative Official will be the same person.
	9. Signed FY 2020 Affidavit in Support of Application must be included (Attachment A Section B). Applications submitted as a regional partnership must include a separate signed affidavit from each regional participant.
	10. Fulfillment piece that will be used for the destination in FY2020. A fulfillment piece must be provided upon request.

Application forms are available online at [https://tourism.az.gov/marketing-programs/partnership-](https://tourism.az.gov/marketing-programs/partnership-opportunities)  [opportunities.](https://tourism.az.gov/marketing-programs/partnership-opportunities) **The application forms must be completed and signed, and received by AOT via email at** **ahicks@tourism.az.gov,** **no later than Wednesday, July 10, 2019 by 5:00 p.m.** Please contact Alena Hicks, at the aforementioned email address, if you have any questions or concerns about the application process.

**Late applications will not be accepted. Incomplete applications will be ineligible.**

1. **The Rural Marketing Cooperative Opportunity Selection Sheet**

The Rural Marketing Cooperative allows participants to leverage their resources in partnership with AOT; and for eligible participants to receive subsidized rates of fifty (50) percent for all pre-selected marketing opportunities listed on the Rural Marketing Cooperative Opportunity Selection Sheet. **A link to the selection form will be provided to partners.**

The following outlines the process for making the Rural Marketing Cooperative selections:

* 1. Click on the link to the online selection form provided via email by Off Madison Ave.
	2. Read the instructions and view the demonstrative video on the opening screen.
	3. Fill out the user information section of the online form, indicating your name, title, organization and budget tier for the Rural Cooperative Program.
	4. Select the opportunities you wish to participate in. Participants shall select only one level of participation per opportunity; for example, if you choose *Sunset* *Magazine* for March 2019, only one ad size can be selected.
	5. Once the ad type, timing and budgets are selected for each opportunity, click “Add to Buy.” The selected opportunity will then appear in an itemized receipt on the right side of the screen. You will see an EDIT button appear on all pages of the form. Selections may be edited at any time throughout the process.
	6. Please note that you will have the opportunity to remove selections at the end of the form if the selections go above your desired budget. AOT recommends filling out the form as a “wish list” of opportunities then paring down options to your budget at the end of the form.
	7. Please review all minimum requirements per advertising opportunity noted in **red**. If minimums are not met, we will notify you with additional options.
	8. Once you have reviewed and selected all opportunities on the form, you will be taken to a confirmation page that lists all opportunities selected. You may then adjust your selections to match your desired opportunities and budget.
	9. **Once you have completed your selections, click “Submit.” An itemized receipt of your selections will be sent to the email noted on the first page of the form as well as to Off Madison Ave and AOT. You will also have the option to print your selected spend details.**
	10. Selections will be awarded by AOT based on the availability of funds and availability of each opportunity. **Be aware that** **all applicants may not receive every marketing opportunity requested**.

9.11 Select ad opportunities are limited due to space. If space limitations are exceeded, participants will be selected by lottery.

9.12 Costs for Visitor Studies will be customized based on destination location and needs. Applicants must inquire with the Research Division if interested in a Visitor Study.

9.13 Trade and media missions and consumer trade shows have limited space. Applicants must demonstrate their commitment to participate by identifying the attendee, reserving the dates, and budgeting for travel and related costs. If space limitations are exceeded, participants will be selected by lottery.

9.14 Crowdriff UGC Platform – must have at least **6 DMO partners** in order for the Tier 1 program to be offered.

**Note:** Publication costs identified on the Rural Marketing Cooperative Program Opportunity Selection Sheet are listed as net rates for all placements. Participants will be **billed directly by the publisher** at half the net insertion cost.

**Due to the specific nature of the Rural Marketing Cooperative, once opportunities are approved, no changes or cancellations are allowed.**

1. **Ad Placement Requirements**
	1. All ads must be received by AOT for review prior to the material deadline identified in the Rural Marketing Cooperative Opportunity Profiles. Please e-mail the ad to Jamie Daer, at jdaer@tourism.az.gov. AOT approval for all ad creative is mandatory and may take up to five (5) business days from the date of receipt.



* 1. Participant ads must include their logo and AOT brand mark/website (see above) on all print and digital placements unless the **size of the digital placement (small banners/mobile banners) will not support two logos. In that case, the AOT brand mark is not required.**
	2. If an ad is placed without prior AOT review/written approval, AOT will not be responsible to pay any portion of the ad cost. The full advertisement cost will be the responsibility of the Rural Marketing Cooperative participant.
	3. Inclusion of the AOT brand mark is required on all participant websites. Please see 10.2 for AOT brand mark information.

**11. Project Effectiveness**

Beginning in FY2020, AOT shall require each digital placement to have an ADARA and/or Arrivalist tracking pixel in order to track conversion. AOT will work with each publisher to place the tracking pixel, and AOT’s Research department will provide digital performance reports to each participant.

**ATTACHMENTS**



**Attachment A, Section A**

**The Rural Marketing Cooperative**

**FY 2020 Application**

* A complete and signed application must be emailed to, and received by, AOT no later than 5:00 p.m. Wednesday, July 10, 2019.
* Incomplete and/or faxed applications will not be accepted.

### Section A: Applicant Administrative Information

1. Entity Name:

Doing Business As (if different from above)

1. Physical Address: Street: City: State: AZ Zip Code:
2. Mailing Address (if different): PO Box: City: State: AZ Zip Code:
3. County (list all represented if regional applicant):
4. Project Coordinator’s Name and Title: Telephone Number: Fax Number: E-mail:
5. Destination Website:
6. The applicant has a current fulfillment piece for the destination. Yes
7. Is this application being submitted for a regional partnership? Yes No

**If Yes**, list all participants contributing to the regional Rural Marketing Cooperative effort starting with the lead applying entity.

Note: A regional partnership must be comprised of at least three (3) DMOs and **each entity must sign and attach an affidavit in support of application, (Attachment B).**

List Regional Partners:

1. Two signatures are required in order to process this application.

Signature Date:

(Project Coordinator)

Printed Name: Title: Organization:

Signature Date:

(Administrative Official)

Printed Name: Title: Organization:

****

**The Rural Marketing Cooperative**

**FY 2020 Affidavit in Support of Application**

I am submitting this completed affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: Physical Address:

###### Amount contributing to the Rural Marketing Cooperative $

Source of funding:

**REGIONAL PARTNERSHIPS MUST SUBMIT A SEPARATE, SIGNED AFFIDAVIT FOR EACH REGIONAL PARTICIPANT**

I further certify that the above referenced organization is one of the types of organizations listed below: (Please check the appropriate box)

An organization recognized as the official destination marketing organization by a city or town.

A Tribal entity promoting tourism.

An Arizona based statewide tourism association.

I recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

(Signature of Administrative Official) (Printed Name)

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_