



**The Rural Cooperative
Marketing Program Fiscal
Year 2021**

**Guidelines and
Instructions**

**Due Date: Applications must be received no later than 5:00 p.m. on
August 24, 2020.***

OFFICE LOCATION:

Arizona Office of Tourism
100 N. 7th Ave., Suite 400
Phoenix, AZ 85007

AOT CONTACTS:

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E – jdaer@tourism.az.gov

AGENCY CONTACTS:

Keri Bieber, Director, Media Services
E – keri.bieber@offmadisonave.com

*Please Note: If you are not able to commit at this time to the program due to budget constraints, but you anticipate that marketing funds will be available later in the year, please submit just an application only by 8/24 so that we know you're interested in participating.

If and when your marketing funds become available, you may contact us at that time and choose from remaining marketing opportunities at a 50% match.

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ARIZONA OFFICE OF TOURISM
The Rural Cooperative Marketing
Program FY 2021

1. Program Purpose

The Rural Cooperative Marketing Program 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 a variety of marketing opportunities at reduced rates that may require minimum participation for the program to move forward. Eligible participant buys are subsidized at fifty (50) percent of the negotiated rate.

2. Program Description

The Rural Cooperative Marketing Program offers a variety of strategic media and AOT partnership opportunities, and participants can participate at different levels. The media plan combines print, outdoor and digital 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 Cooperative Marketing Program for FY21:

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 along with the Arizona Office of Tourism.

Integrated Media Co-op Advertising Program – Participants can buy into a cooperative marketing integrated program that features digital (display, search, retargeting) tactics as well as traditional media tactics to create an overarching Arizona campaign.

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/**\$30,000** total-net rate.

Content Creation and Distribution – Participants can choose from several publishers who will create online written/video content and who will provide channels to distribute the content.

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, in addition to support from AOT in the form of guidelines, listings in the Official State Travel Guide, map and on VisitArizona.com .

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

Corragio Group Consulting – Complimentary Recovery Planning Cohort Sessions

Trade & Media Mission – Participants have the opportunity to join AOT in Trade & Media mission.

Crowdriff UGC (User Generated Content) – Participants have the opportunity to buy into a Tiered services that will help integrate user-generated images on their websites.

Translation Services – Participants can buy translations services for German, Chinese, French, Spanish and Japanese. Translated materials can include brochures, website content, ads, restaurant menus and visitor signage. Custom quotes will be provided to fit your needs.

3. Subsidized Rates

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

3.1 Individual Ad Buys shall not exceed \$15,000 half net rate.

3.1.1 Total buy amount cannot exceed \$50,000.

3.1.2 Opportunities may have minimum or maximum participation requirements.

Subsidized rates for the Rural Cooperative Marketing Program are contingent upon AOT's FY 2021 budget.

4. 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.

4.1 Applicants must meet the criteria of at least one of the following four categories in order to be eligible for subsidized rates:

4.1.1 **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. An entity cannot participate in both Prop 302 and Rural Co-op.

- 4.1.2 **A tribal entity** that wishes to market existing tourism attractions and tourism facilities.
- 4.1.3 **An Arizona-based statewide tourism association** that represents entities that rely on tourism-related business for a majority of their income.
- 4.1.4 **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 microsite that promotes each regional participant in an equitable manner.

And

- 4.1.5 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

- 4.1.6 Applicants must have a **tourism website** or **microsite** (See Section 8.6) to use as the call to action and a **fulfillment piece** (see Section 8.7).

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**.

5. Strategic Goals of the Program

- Increase Visitation
- Increase Return Visitation
- Increase Visitor Spending

6. Objectives of the Program

- Deliver overnight visitation to the rural communities and regions of Arizona.
- Deliver a cohesive message with reach and frequency to visitors in target markets to have a larger impact.

- Secure partnerships and opportunities at varying levels that allow for co-branded and stand-alone programs for the participants.

7. Media Plan

The Rural Marketing Cooperative is a rural Arizona-focused cooperative marketing program that utilizes a media plan designed to attract visitors from major metropolitan areas in Arizona, drive markets, short-haul domestic and targeted international markets. **The fiscal year 2021 program will run from September 15, 2020 – August 31, 2021.**

AOT has developed a comprehensive media plan backed by AOT research and participant insight. The media placements are geo-targeted to your identified target markets and audiences:

Target Markets

Arizona • Phoenix, Tucson, all of AZ

Domestic • Drive/short fly Markets: Colorado, Texas, California, New Mexico, Utah, Nevada

International • Mexico, Canada (possibly but last priority)

Target Audiences

Baby Boomers • Adults 45-64 | HHI of \$50,000+ with emphasis on \$75,000+

GenX • Adults 35-44 | HHI of \$50,000+ with emphasis on \$75,000+

8. 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.
- 8.2 Physical Address: Provide a street address (no P.O. Boxes) for deliveries.
- 8.3 Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
- 8.4 County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties included under the application.
- 8.5 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 and e-mail address.

- 8.6 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.
- 8.7 The fulfillment piece is the tourism brochure or visitor guide that will be sent to people who inquire about the destination. Regional partnerships must have a fulfillment piece that promotes the region and each participant in an equitable manner. The fulfillment piece must be presented on request.
- 8.8 Refer to Section 4.1.4 for information on Regional Partnerships. List all regional participants in the designated box.
- 8.9 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 2021. 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.
- 8.10 Signed FY 2021 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.

The Application and Affidavit forms are available online at <https://tourism.az.gov/rural-marketing-co-op-program/> **All forms must be completed and signed, and received by AOT via email at jdaer@tourism.az.gov, no later than August 24, 2020 by 5:00 p.m.** Please contact Jamie Daer, 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.

9. The Rural Marketing Cooperative Opportunity Selection Sheet

The Rural Cooperative Marketing Program 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 Cooperative Marketing Opportunity Selection Sheet. **A link to the selection form will be provided to partners.**

- 9.1 **Be aware that all applicants may not receive every marketing opportunity requested.**
- 9.11 Select opportunities are limited due to space. If space limitations are exceeded, participants will be selected by lottery.
- 9.12 Costs for Mobile Data reports will be customized based on destination location and needs.
- 9.13 Trade and media missions - in progress
- 9.14 Crowdriff UGC Platform – must have at least **6 DMO partners** in order for the program to be offered.

Note: Publication costs identified on the Rural Cooperative Marketing 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.

10. Ad Placement Requirements

- 10.1 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.



ExploreMoreAZ.com

- 10.2 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.**
- 10.3 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.
- 10.4 Inclusion of the AOT brand mark is required on all participant websites. Please see 10.2 for AOT brand mark information.

11. Project Effectiveness

AOT shall require each digital placement to have an 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.

ATTACHMENT



The FY 2021 Rural Cooperative Marketing Program Application

- A complete and signed application must be emailed to, and received by, AOT no later than **August 24, 2020 by 5:00 p.m**
- Incomplete and/or faxed applications will not be accepted.

Section A: Applicant Administrative Information

1. Entity Name: _____

Doing Business As (if different from above) _____

2. Physical Address: Street: _____ City: _____ State: AZ Zip Code: _____

3. Mailing Address (if different): PO Box: _____ City: _____ State: AZ Zip Code: _____

4. County (list all represented if regional applicant): _____

5. Project Coordinator's Name and Title: _____

Telephone Number: _____ E-mail: _____

6. Destination Website: _____

7. The applicant has a current fulfillment piece for the destination. Yes

8. 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 consist of at least three (3) DMOs and **each entity must sign and attach an affidavit in support of application, (Attachment B).**

Please list regional partners:

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

Signature: (Project Coordinator) _____ Date: _____

Printed Name: _____ Title: _____ Organization: _____

Signature: (Administrative Official) _____ Date: _____

Printed Name: _____ Title: _____ Organization: _____



The FY2021 Rural Cooperative Marketing Program 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 Cooperative Marketing Program \$ _____

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)

- checkbox An organization recognized as the official destination marketing organization by a city or town.
checkbox A Tribal entity promoting tourism.
checkbox 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: _____