



**The Rural Cooperative
Marketing Program
Fiscal Year 2023**

**Guidelines and
Instructions**

**Due Date: Applications must be received no later than 5:00 p.m. on
July 29, 2022.**

OFFICE LOCATION:

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AOT CONTACT:

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ARIZONA OFFICE OF TOURISM
The Rural Cooperative Marketing
Program FY 2023

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 matched 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 FY23:

Packaged Digital Media

Shared Opportunities

Integrated Media Advertising Programs & Passports

Individual Ad Buys

Content Creation, Distribution & SEO

Mobile Location Data

Economic Impact Reporting

Arizona Visitor Information Center Program (AVIC)

Local First Development Packages

Crowdriff UGC (User Generated Content)

Translation Services

Trade & Media Missions

3. Matched Rates

AOT will match 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 co-op plan offerings cannot exceed \$75,000*

3.1.2 Opportunities may have minimum or maximum participation requirements.

Matched rates for the Rural Cooperative Marketing Program are contingent upon AOT's FY 2023 budget.

***Beginning in FY24, the co-op plan offering cannot exceed \$50,000.**

4. Program Eligibility

Rural Destination Marketing Organizations (DMOs), tribal entities, statewide tourism marketing 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 matched 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 and/or more than 50% of their revenue. Contractual partners of AOT are not eligible for this program.

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. 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 Governmental Units 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, a **fulfillment piece** (see Section 8.7) and a social media presence.*
* Required by December 30, 2022.

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% match**.

5. Strategic Plan

- Increase Quality 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 2023 program will run from September 1, 2022 – August 31, 2023.**

AOT has developed a comprehensive media plan informed by the annual rural cooperative marketing survey results, participant insights and AOT research. The media placements are geo-targeted to identified target markets and audiences.

8. Application Instructions

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

The application must include all information outlined in Attachment A, Section A - Applicant Administrative Information and Attachment A, Section A - 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 destination 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 sent to jdaer@tourism.az.gov.
- 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 2023. 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 2023 Designation of Destination Marketing Organization Affidavit must be included (Attachment A Section A). 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/>

The application must be completed and signed, and received by AOT via Google doc submission no later than July 29, 2022 by 5:00 p.m.

Application questions: Please contact Jamie Daer, at jdaer@tourism.az.gov

The affidavit must be completed and signed, and received by AOT via Google doc submission no later than September 1, 2022

Affidavit questions: Please contact Alix Skelpsa Ridgway at Aridgway@tourism.az.gov.

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 matched rates of fifty (50) percent for all selected marketing opportunities listed on the Rural Cooperative Marketing Opportunity Selection Sheet. **A link to the selection form will also be available on July 18, 2022, 12:00 p.m. at <https://tourism.az.gov/rural-marketing-co-op-program/>**

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 – some shows may require that the participant pre-register and invoice AOT back for the negotiated match rate. Generic credits toward domestic and international sales missions may be available with restrictions.

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. Rural Co-op Marketing Program Timeline

- Applications Due - July 29, 2022
- Affidavit Due - September 1, 2022
- Rural Co-op Marketing Program Begins - September 1, 2022
- Rural Co-op Program Ends - August 31, 2023

Application & Affidavit Links



The FY 2023 Rural Cooperative Marketing Program Application

1. [A completed and signed application](#) must be submitted and received by, AOT no later than **July 29, 2022 by 5:00 p.m.**
2. Incomplete and/or faxed applications will not be accepted.

The FY 2023 Rural Cooperative Marketing Program Affidavit in Support of Application

AOT requires a DMO designation and affidavit from each partner that intends to participate in any AOT programs, but the designation will only be viable for the determined time the municipality or county sets.

Below are the needed documents with links and additional details:

1. [DMO Cover Page & Affidavit](#) (Submit Through [Google Form](#))
 - a. Required for FY23 and any time there's a change in DMO designation
2. Copy of the Official Action (Submit Through [Google Form](#))
 - a. Required for FY23 and any time there's a change in DMO designation
3. [Designated DMO Form](#) (All documents will be uploaded and submitted through [this form](#))
 - a. Required for FY23 and AOT will use this information to verify DMO status next year.

The DMO Cover Sheet & Affidavit, Official Action and Designation DMO Background Information Form are due September 1, 2022 through this Google Form but the official action must be effective July 1, 2022.

More information on this process can be found on tourism.az.gov