



**MEMPHIS AREA ASSOCIATION OF GOVERNMENTS  
and  
TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT  
FY 2015-2016 RURAL TOURISM MARKETING CO-OP OVERVIEW**

**ABOUT THE MARKETING CO-OP**

Memphis Area Association of Governments (MAAG) is pleased to announce the first year of the matching funds for FY 2015-2016, through the Marketing Co-op Grant. This co-op funding is provided by a partnership between MAAG and the Tennessee Department of Tourist Development's Developmental Co-op Grant.

This co-op provides tourism attractions, events and festivals the opportunity to expand the impact of their marketing message, increase visitation and increase travel-generated revenue, while leveraging TDTD's brand and marketing effort/initiatives.

This overview is a step-by-step guide to the FY 2015-2016 Marketing Co-op Process. There is contact information listed throughout the information – please do not hesitate to reach out if you have any questions. We are here to help make your experience with this program a success.

This year, the following documents will be used to complete the steps required with the FY 2015-2016 Marketing Co-op Program.

1. Overview Document
2. Application Form
3. Checklist of Deliverables
4. Final Report

Sponsorships awarded are limited to available funds, as well as the number of requests received. Below is a snapshot of the details for the FY 2015-16 Marketing Co-op Program:

- MAAG Budget: \$10,000
- 1:1 Match
- Support of TDTD "The Soundtrack of America. Made in Tennessee" campaign message

**WHO IS ELIGIBLE?**

Tourism partners in Fayette, Lauderdale, Tipton, and rural Shelby County

- Attractions
- Festivals
- Museums
- TN Main Street organizations

### **WHO IS NOT ELIGIBLE?**

Any tourism partner within the City of Memphis or who has already partnered with the TDTD through the Developmental Co-op Grant.

### **WHAT PROJECTS ARE ELIGIBLE?**

The Marketing Co-op projects should support the TDTD “The Soundtrack of America. Made in Tennessee” message and brand and represent the rich and uniqueness of West Tennessee. The follow is a list of potential marketing projects:

- Production cost of promotional publications (*i.e. brochures, visitor guides, newsletters, etc.*); the distribution must reach consumers, not just the organization’s members.
- Digital support programs, such as paid media, social medial or paid search
- Website development (*including enhancements of existing website*)
- Tourism-related tradeshow and exhibit materials (*does not include travel expenses*)

*If you have an idea that is not listed above, please contact Maggie Johnson at 901-729-2871 or email at [mjohnson@maagov.org](mailto:mjohnson@maagov.org) to determine eligibility before submitting your paperwork.*

*MAAG maintains the discretionary right to create exceptions or addition eligibility regulations on a case-by-case basis.*

### **WHAT PROJECTS ARE NOT ELIGIBLE?**

- Agency Time
- Interpretive or directional signage
- Reprinting of an existing brochure without changes or updates
- Hosting fees for a website
- Salaries or administration expenses, such as travel reimbursement
- Development or enhancements to infrastructure
- Entertainment, trophies or prize money

### **APPLICATION PROCESS**

*Separate Document Provided*

Submit your application no later than November 10, 2015 by 3:00 PM CST to:

**Email:** [mjohnson@maagov.org](mailto:mjohnson@maagov.org)

**Subject Line:** FY15-16 Marketing Co-op: [Partner Name] Application

**-or-**

**Mail:** Memphis Area Association of Governments  
Attn: Maggie Johnson  
8289 Cordova Rd. Suite 103  
Cordova, TN 38016

*If you have any questions about your application, contact Maggie Johnson at 901-729-2871 or email at [mjohnson@maagov.org](mailto:mjohnson@maagov.org)*

## **AWARD NOTIFICATION**

Marketing Co-op Funds will be awarded by **December 8, 2015**. You will receive official notification of your award status via email, unless previously requested otherwise on your application.

## **PARTNER MANADATORY REQUIREMENTS**

*Also found on application.*

In order to participate and be reimbursed for your FY 2015-16 Marketing Co-op Project, each partner will be required to adhere to the mandatory deliverable requirements regarding their own marketing efforts in support of TDTD. The requirements are also listed in the application and must be implemented or a date of implementation provided, to the department no later than **December 1, 2015 by 3:00 PM CST**.

## **REIMBURSEMENT PROCEDURES**

The qualifying project must be completed by **April 20, 2015** in order to receive funding. Reimbursement paperwork must be received by **April 20, 2015 by 3:00PM CST**.

The reimbursement procedures are as follows:

- If your project was completed using an advertising agency (funds cannot be distributed directly to agencies):
  - After a qualifying project (or portion) is complete, your agency needs to invoice you for the project, as well as provide proof of completion (*samples, tear-sheets, media affidavids, screenshots, measurement report, etc.*).

- On your organization's letterhead, send a request for reimbursement stating the project name and the total amount requested along (*If you need a sample letter contact Maggie Johnson*) with copies of the above documentation to:

**Email:** [mjohnson@maagov.org](mailto:mjohnson@maagov.org)

Subject Line: FY 2015-16 Marketing Co-op: [Partner Name]  
Reimbursement

**-or-**

**Mail:** Memphis Area Association of Governments  
Attn: Maggie Johnson  
8289 Cordova Rd. Suite 103  
Cordova, TN 38016