

**PROGRAM:** Cooperative Advertising Program **General Incentive**

**AGENCY:** Economic Development Division, NMEDD

**DESCRIPTION:** The Co-op Advertising program is a matching grant program sponsored by the New Mexico Economic Development Department (NMEDD). This program reimburses an organization for 50 percent of the costs associated with advertising or marketing economic development initiatives

**ELIGIBILITY:**

- Statewide, regional, and local non-profit organizations in the State of New Mexico that promote economic development activities are all eligible to apply.
- The following expenses are eligible uses
  - Insertion costs for print media, electronic media, or billboards
  - Production costs for advertisements in print media, electronic media, or billboards
  - Production and printing costs of promotional materials like booklets and brochures
  - Creating or updating websites
  - Booth space at tradeshow
  - Tradeshow booths and associated materials
  - Travel and lodging costs to attend tradeshow, per state DFA guidelines
  - Production of a video, CD, or DVD that is NOT offered for sale
  - Photography for marketing purposes
  - Purchase of mailing lists

**STRUCTURE:** Organizations apply by filling out a cooperative advertising packet which includes a co-op request for proposal form (RFP), co-op application, RFP questionnaire, request for payment form, reimbursement detail form, NMEDD logo, and attend a co-op workshop.

**QUALIFICATIONS/CRITERIA:**

- Awards are dependent upon the amount of funding available, the number of proposals received, and the evaluation of the proposals.
- The maximum amount that can be requested by a single organization is \$15,000.
- The FY 2007 Co-op budget is \$200,000.
- Evaluation Criteria
  - Responsiveness to department's objectives (15 pts.)
  - Integration of proposed promotional program with applicant's marketing plan (10 pts.)
  - Facilitation of regional approach (10 pts.)
  - Description of the anticipated results of the project (10 pts.)
  - Financial capability of executing proposed project (15 pts.)
  - Leveraging of other dollars (10 pts.)
  - Submittal of proposal on appropriate forms using appropriate format (10 pts.)
  - Workshop attendance (10 pts.)
  - Bonus Points: Organization located in a NMEDD designated CCI community\* (10 pts.)
- Organizations located in NMEDD designated "Certified Communities" are eligible to receive 10 bonus points towards their Co-op proposal provided that the proposal is tied to the adopted CCI marketing or economic plan. (Please refer to the web site for a list of certified communities); and are not required to provide a match for the first \$3,000 of their award.
- Proposals have a deadline updated yearly. Contact Christopher Lee, Deputy Director Economic Development Division, 505-827-1681, [christopher.lee@state.nm.us](mailto:christopher.lee@state.nm.us), for this deadline.
- Visit <http://ww1.edd.state.nm.us/index.php?/business/>; the economic development homepage was [www.edd.state.nm.us](http://www.edd.state.nm.us).