



**MEMPHIS AREA
ASSOCIATION of
GOVERNMENTS**
PLANNING FOR A STRONGER FUTURE



**MEMPHIS AREA ASSOCIATION OF GOVERNMENTS
and
TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT
FY 2016-2017 RURAL TOURISM MARKETING CO-OP OVERVIEW**

ABOUT THE MARKETING CO-OP

Memphis Area Association of Governments (MAAG) is pleased to announce the Marketing Co-op grant for FY 2016-2017. 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 2016-2017 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 2016-2017 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 2016-17 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 following 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. ([Alex Haley Museum Brochure](#))
- Digital support programs, such as paid media, social media or paid search ([Collierville Main street, Destination Collierville Town Square Video](#))
- Website development (*including enhancements of existing website*)
- Tourism-related tradeshows and exhibit materials (*does not include travel expenses*)

If you have an idea that is not listed above, please contact Jasmine Champion at 901-729-2871 or email at jchampion@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 October 21, 2016 by 3:30 PM CST to:

Email: jchampion@maagov.org

Subject Line: FY16-17 Marketing Co-op: [Partner Name] Application

-or-

Mail: Memphis Area Association of Governments
Attn: Jasmine Champion
8289 Cordova Rd. Suite 103
Cordova, TN 38016

If you have any questions about your application, contact Jasmine Champion at 901-729-2871 or email at jchampion@maagov.org

AWARD NOTIFICATION

Marketing Co-op Funds will be awarded by **December 1, 2016**. You will receive official notification of your award status via email, unless previously requested otherwise on your application.

PARTNER MANDATORY REQUIREMENTS

Also found on application.

In order to participate and be reimbursed for your FY 2016-17 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 **November 23, 2016**.

REIMBURSEMENT PROCEDURES

The qualifying project must be completed by **May 1, 2017** in order to receive funding. Reimbursement paperwork must be received by **May 1, 2017 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 Jasmine Champion*) with copies of the above documentation to:

Email: jchampion@maagov.org

Subject Line: FY 2016-17 Marketing Co-op: [Partner Name]
Reimbursement

-or-

Mail: Memphis Area Association of Governments
Attn: Jasmine Champion
8289 Cordova Rd. Suite 103
Cordova, TN 38016