



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

The SOUNDTRACK of AMERICA  
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**MEMPHIS AREA ASSOCIATION OF GOVERNMENTS**  
and  
**TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT**  
**FY 2016 – 2017 RURAL TOURISM MARKETING CO-OP APPLICATION**

**Due by:** October 21, 2016 – 3:30 PM (CST)

**GENERAL INFORMATION (all fields required)**

**Date:** September 30, 2016

**Name of the requesting organization:**

**Name of Project:**

**Name & Title of the authorized applicant:**

*(If other members of your organization should be copied on future correspondence.)*

**Mailing address of the requesting organization:**

**Physical Address (if different from mailing):**

**Telephone Number of authorized applicant:**

**E-mail address of the authorized applicant:**

**Partner Website URL(s):**



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**Partner social media handle(s) and specific #tag(s):**

*(Please list the handle(s) with the corresponding social network, i.e. Facebook: @tnvacation)*

**Non-profit status:**

- Yes, the organization has non-profit status.
- No, the organization does not have non-profit status.

**Signature/Date of Authorized Applicant:**

X \_\_\_\_\_ Date \_\_\_\_\_

**BUDGET OVERVIEW**

- Yes, I agree to 50-percent (50%) financial participation  
*(In-kind matching is not eligible)*

**Organization's total marketing budget for FY 2016-2017:**

*(Please note if you are on a calendar or fiscal year model)*

*Fiscal Year Model:*

**Total budget for the proposed project:**

**Marketing Co-op funds requested:**

**Do you plan to request/receive funding for this project from any other state or federal source? This must be disclosed on the application. If yes, please describe:**



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#### **PROJECT DESCRIPTION**

**Please give a summary description of the proposed project:**

**Who's the target audience for the proposed project?**

**What are the target markets for the proposed project?**

**How will the project be distributed or communicated to the target audience?**

*(i.e. email, brochure, visitor center, social media, etc.)*

**What are the key performance indicators for this project, and what will you provide to MAAG to show its performance? Please include methods of measurement.**

**What is the projected return on investment (ROI) for this project?**

**What will you provide to MAAG to verify completion of the project?**

*(i.e. invoices, screenshots, brochures, attendance increase, etc.)*

**Start and completion dates for this project:**

*(Funds must be used by May 1st, 2017 by 3:00 PM CST)*

**Will you need any assets from MAAG or TD TD to complete your project?**

*"The Soundtrack of America. Made in Tennessee." logo, style-guide and campaign assets can be found on <http://www.tnvacation.com/mit-toolkit/>.*

*Please use the MAAG logo provided by the Tourism Coordinator once awarded.*



## MANDATORY PARTNER DELIVERABLES

*Separate Document Provided*

In order to participate and receive reimbursement for the FY2015-2016 Developmental Co-op, each partner will be required to adhere to mandatory deliverable requirements regarding their own marketing efforts in support of Memphis Area Association of Governments. The requirements are listed below and all participating partners must complete, or provide a scheduled date for completion, by **Wednesday, November 23, 2016**.

All required deliverables must be sent to the one of the following:

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

Subject Line: 2016-17 Marketing Co-op:

[Partner name] Mandatory Requirements

or

**Mail:** Memphis Area Association of Governments

Attn: Maggie Johnson, Marketing Co-op Deliverables

8289 Cordova Rd. Suite 103

Cordova, TN 38016

## CHECKLIST OF DELIVERABLES

- Update/Current contact list for key personal within the organization - please provide individual's name, title, phone number and email address.
- Marketing plan for the event or attraction.
- Both MAAG & TN Vacation logo on partner's homepage and on any advertisements
- Social deliverables(proposed by applicant), may include mentions, re-tweets, etc. #madeintn #westtndaytrip  
@westtndaytrippin (Facebook and Instagram), @mymaag (Twitter)  
@tnvacation (all social media)



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FY 2016-2017 RURAL TOURISM MARKETING CO-OP Important Dates**

***Application Due by:*** October 21, 2016 – 3:30 PM (CST)

***Mandatory Partner Deliverables:*** November 23, 2016

***Award Date:*** December 1, 2016

***Qualifying Project Must Be Completed by:*** May 1, 2017 by 3:00PM (CST)

***Reimbursement Paperwork Must Be Received by:*** May 1, 2017 by 3:00PM (CST)