

PROGRAM: New Mexico Cooperative Advertising Program

AGENCY: New Mexico Economic Development Department (EDD), Development Division

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

ELIGIBLE USES:

- Statewide, regional, and local non-profit organizations in the state that promote economic development activities can apply.
- Funds may be used for: trade show attendance, brochures, media exposure, print advertising, mailing lists, and creation and/or update of web pages.

PROGRAM/LOAN STRUCTURE:

- Awards are dependent upon the amount of funding available, the number of proposals received, the evaluation of the proposals received, and the evaluation of the proposals.
- Maximum Program Benefits: Matching grant of up to \$15,000. The FY 2007 budget for this program is \$200,000.
- To apply an organization must complete a cooperative advertising packet which includes
 - A request for proposal form (RFP),
 - An application,
 - An RFP questionnaire,
 - A request for payment form,
 - A reimbursement detail form, and
 - An NMEDD logo.
- An organization must also attend a co-op workshop.
- Evaluation criteria include a responsiveness to the department's objectives, integration of proposed promotional program with the applicant's marketing plan, the facilitation of regional approach, a description of the anticipated results of the project, the financial capability of executing the proposed project, leveraging of other dollars, submittal of the proposal on appropriate forms using the appropriate format, status of workshop attendance, and can earn bonus points for being located in an NM Economic Development Department CCI community.

QUALIFICATION CRITERIA/COMMENTS:

- Requires request for proposal
- Expenses excluded from funding include taxes, commissions, administrative costs, supplies, travel expenses lodging, meals, postage, freight and telephone.
- Download the RFP at www.gonm.biz, or contact Christopher Lee at 505-827-1681 christopher.lee@state.nm.us .