

**LOUISIANA OFFICE OF TOURISM
COOPERATIVE MARKETING PROGRAM
FY 2016 (JULY 1, 2015 – JUNE 30, 2016)**

PROGRAM OVERVIEW

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I. Mission

The mission of the Cooperative Marketing Program (CMP) is to encourage and support Louisiana convention and visitors bureaus (CVBs) and/or tourist commissions to advertise their local tourism “products.”

II. Eligibility and Funding

- **Eligible Applicants:** Any Louisiana-based convention and visitors bureau (CVB), tourist commission, or political subdivision of the state, created and/or authorized to promote the tourism resources within its jurisdiction.

- **Eligible Media:**
 - Only media placement, not production costs, is eligible for the CMP.
 - All advertising (excluding **interstate** billboards) must have a reach that extends beyond 50 miles of destination.
 - Media must run between July 1, 2015 and June 30, 2016.
 - Print (i.e., newspaper, magazine). To ensure visibility of the official Louisiana Office of Tourism logo, the minimum ad size eligible for the CMP (excluding co-op ads) is ¼ page. Travel guides and directories are **not** eligible.
 - Broadcast (i.e., radio, television)
 - Banner ads on travel websites (e.g., Orbitz.com; lastminute.com), or websites directly connected to an eligible media outlet (e.g., SouthernLiving.com; DallasNews.com). Advertising on social media networks (Facebook, etc.) and LouisianaTravel.com is **not** eligible.
 - Billboards
 - Programs in the 2015/2016 LTPA Marketing Plan (available here: <http://www.ltpa.org/sites/default/files/LTPAmarketing%20plan2015-16WEB.pdf>) that meet eligibility, ad size and date requirements (see *Attachment D* for eligible programs.)

- **Funding:** The total amount awarded through the CMP will not exceed \$20,000 per Applicant. **ALL APPLICANTS MUST PROVIDE A FINANCIAL AUDIT OR CURRENT OPERATING BUDGET.** Qualified Applicants whose total operating budgets exceed \$300,000 may apply for and are eligible to receive a 50% match for the total cost of placement of each approved media purchase (e.g., a \$1000 qualified media buy is eligible for reimbursement of \$500). Qualified Applicants whose total operating budgets are equal to or less than \$300,000 may apply for and are eligible to receive a 67% match of the total cost of placement of each approved media purchase (e.g., a \$1000 qualified media buy is eligible for reimbursement of \$670). Trades, donated, or in-kind services and products are not eligible for reimbursement under the CMP. Should funding be awarded, the Grantee agrees and understands that the State has the option of designating which of the Grantee’s proposed activities and expenditures, if any, may be funded through the Cooperative Marketing Program.

- **Agency Commission:** LTPA programs placed by an advertising agency on behalf of Grantee are NOT commissionable.

III. Cooperative Endeavor Agreements

Grantees will receive cooperative endeavor agreements (CEAs) outlining the terms and guidelines of the CMP. Terms will include, but are not limited to, required use of the official Louisiana Office of Tourism logo on all advertising and reporting and reimbursement procedures. The official logo is available on the LOT's website, <http://www.crt.state.la.us/document-archive/index>. Per the terms of the CEA, Grantees will be required to submit a status report 6 months into the program and a final report at the conclusion of the program.

In accordance with R.S. 24:513(H)(2)(a) each quasi-public agency that is receiving State funds is required to designate an individual who shall be responsible for filing annual financial reports with the legislative auditor and shall notify the legislative auditor of the name and address of the person so designated. The annual financial reporting requirements are based on the amount of local and/or state government assistance that is received during the fiscal year.

IV. Specific Requirements:

ALL CREATIVE MUST BE APPROVED BY THE LOUISIANA OFFICE OF TOURISM (LOT) (ATTN: LINDSEY SCHMITT; LSCHMITT@CRT.LA.GOV) PRIOR TO PLACEMENT TO ENSURE INCLUSION AND PROPER USE OF THE LOUISIANA PICK YOUR PASSION LOGO.

- **Print (newspaper, magazine)**
 - Minimum ad size, excluding co-op ads, is ¼ page.
 - All print media must include the official Louisiana Office of Tourism logo and adhere to brand guidelines for the use of the official Louisiana Office of Tourism logo.
- **Broadcast (radio, television)**
 - Radio ads must include the phrase "Visit LouisianaTravel.com to plan your trip today."
 - Television ads: the official Louisiana Office of Tourism logo must be visible for a minimum of 4 seconds and must adhere to brand guidelines for the use of the official Louisiana Office of Tourism logo.



- **Internet Advertising**
 - Banner ads must include the official Louisiana Office of Tourism logo and adhere to brand guidelines for the use of the official Louisiana Office of Tourism logo



- **Billboard**
 - Billboard ads must include the official Louisiana Office of Tourism logo and adhere to brand guidelines for the use of the official Louisiana Office of Tourism logo



V. Reporting and Reimbursement Documentation

- Grantees are required to submit a status report at 6 months that lists the ads placed between July 1 – Dec. 30, 2015 and a final report at the conclusion of the program (see Attachment B, Final Report Template).
- On Attachment A, Grantee shall state campaign goals and measurements of success for each proposed media purchase. At the conclusion of the program, Grantee must submit a final report

that summarizes program outcomes using the measurements of success stated in Grantee's application.

- LOT awards CMP grants based on the media purchases listed on Attachment A of the Grantee's CMP application. Requests for changes to Grantee's LOT-approved media purchases must be submitted in writing to the LOT Contract Monitor (Lindsey Schmitt, Ischmitt@crt.la.gov) **prior** to placement. Changes cannot exceed total grant award.
- To receive reimbursement, Grantee must submit an original, numbered invoice to the Louisiana Office of Tourism in the amount of the approved reimbursement (50% or 67%) of the total eligible media cost incurred and include the following documentation:
 - **Proof of Reimbursable Charges from Vendor:** Submit legible invoice reflecting dates, descriptions of charges and dollar amount. If placing media through an advertising agency, invoices from both the agency and the media outlet must be provided.
 - **Proof of Implementation:** Submit proof that the media was placed. Note: Media must adhere to all guidelines outlined in this application. Documentation can include:
 - Print: ad placement tear sheets (verifying name and date of publication)
 - Interactive: screen-shots of banner ads
 - Radio/Television: script and log report indicating actual broadcast times and dates
 - Billboard/Outdoor: "Proof of Play" report from vendor or photo of billboard
 - Other (LOT Contract Monitor will determine if the proof is acceptable.)

Note: Invoices are processed as they are received; however, final payments are held until final reports are submitted.

VI. Timeline

- Applications and supporting documentation must be postmarked on or before Monday, April 13, 2015 or received via email (Ischmitt@crt.la.gov) or fax (225.342.1051) by 4:30 pm CST Monday, April 13, 2015. LOT will NOT consider late applications. Applications sent via USPS or courier should be mailed to:

Louisiana Office of Tourism
Cooperative Marketing Program
Attn: Lindsey Schmitt
P.O. Box 94291
Baton Rouge, LA 70804-9291

Physical Address for US Mail:
1051 N. Third St., Room 328
Baton Rouge, LA 70802

- LOT will confirm receipt of application by Friday, April 17, 2015.
- LOT will announce awards by Friday, June 26, 2015.

VII. Application Checklist

- Completed, signed application
- Current marketing plan which includes mission, goals, objectives, strategies and tools
- Current media plan (includes media reach, rates, target audience)
- Current operating budget
- CMP Proposed Media Plan (Attachment A)
- Board Resolution of Authority (Attachment C)
- Completed W-9

This application is available on LOT's website, <http://www.crt.state.la.us/tourism/industry-partners/index>.

Should you have questions regarding this application, please contact Lindsey Schmitt at 225.342.7987 or Ischmitt@crt.la.gov.

**LOUISIANA OFFICE OF TOURISM
COOPERATIVE MARKETING PROGRAM
FY 2016 (JULY 1, 2015 – JUNE 30, 2016)**

Name of Applicant:

Requested CMP Funding \$:

Applicant's Tax ID Number:

Address:

City:

State:

Zip:

Authorized OfficialK

(person authorized on Board Resolution to sign contract)

Title:

Phone Number:

Email:

Project Coordinator NameK

Title:

Phone Number:

Email:

I have read and understand all guidelines for the Louisiana Office of Tourism's Cooperative Marketing Program. I have the power and authority to submit this application on behalf of the Applicant and to enter into any contracts or agreements on behalf of the Applicant. If the Applicant is awarded funding, I agree on behalf of the Applicant to comply with all guidelines and terms listed in the application and the agreement. I understand that failure to comply will result in disqualification or forfeiture of grant funds.

Authorized Official's Printed Name, Title

Authorized Official's Signature (person authorized to sign contract)/Date

Attachment A – CMP Proposed Media Plan

For each proposed purchase, state campaign goals (e.g., increased visitation at area attractions/events) and how success will be measured (e.g., occupancy tax, sales tax, room nights).

PRINT (MAGAZINE/NEWSPAPER)

Publication Name	Ad Size	Issue Date	Circulation No.	Market(s)	Total Cost	Match Requested (50% or 67%)	LTPA Program? (Y/N)

Campaign Goals:

Measurements of Success:

BROADCAST (RADIO, TELEVISION)

Station Call Letters	Designated Marketing Area	Spot Length/Frequency	Broadcast Dates	Total Cost	Match Requested 50% or 67%)

Campaign Goals:

Measurements of Success:

INTERNET

Website Address	Website Name	Target Audience	Dates	Total Cost	Match Requested 50% or 67%)	LTPA Program? (Y/N)

Campaign Goals:

Measurements of Success:

OUTDOOR (BILLBOARDS)

Placement Location	City, State	Size	Dates	Total Cost	Match Requested (50% or 67%)

Campaign Goals:

Measurements of Success:

*****You may reproduce this form, but you must follow the format shown.**

Attachment B (Final Report Template)

CVB Name: _____

Print (Magazine/Newspaper)

Publication	Ad Size	Issue Date	Circulation No.	Markets	Total Cost	Match Requested

Campaign Goals (as stated in application):

Measurements of Success (as stated in application):

Results (baseline measurements must be provided):

Broadcast (Radio, Television)

Station Call Letters	Designated Marketing Area	Spot Length/Frequency	Broadcast Dates	Total Cost	Match Requested

Campaign Goals (as stated in application):

Measurements of Success (as stated in application):

Results (baseline measurements must be provided):

Internet

Website Address	Website Name	Target Audience	Dates	Total Cost	Match Requested

Campaign Goals (as stated in application):

Measurements of Success (as stated in application):

Results (baseline measurements must be provided):

Outdoor (Billboards)

Placement Location	City, State	Dates	Total Cost	Match Requested

Campaign Goals (as stated in application):

Measurements of Success (as stated in application):

Results: (baseline measurements must be provided):

Attachment C – Sample Board Resolution

(Organization Letterhead)

Meeting of the Board of Directors

of

(Name of organization)

A meeting of the Board of Directors of _____ was held on _____,
(Organization name) (Date)

Whereby a resolution was passed authorizing _____
(Name of person authorized to sign contracts on behalf
of organization)

TO SIGN ON BEHALF OF THE (organization name), and by his/her signature, enter into any and all contractual obligations on behalf of the (organization name).

_____, Secretary
John Doe

_____, President
Jane Smith

Attachment D – LTPA Marketing Plan
~~*strike though denotes ineligible media~~

MAGAZINE

AAA Southern Traveler
AAA Texas Journey
AARP, The Magazine
American Road Magazine
Birdwatching Magazine
Bridal Guide
Cooking Light (minimum ad size ¼ page)
Edible
Family Circle
Food & Travel Magazine
Food Network Magazine
Garden and Gun
Hearst Women's Travel Magazine co-op
Hoffman Media Power Buy (minimum ad size ¼ page)
Local Palate
Louisiana Cookin' (minimum ad size ¼ page)
Louisiana Kitchen (minimum ad size ¼ page)
Martha Stewart Living
Midwest Living "Out and About Chicago"
Multiple Magazine Insert – Family Travel Planner
~~O, The Oprah Magazine~~
OffBeat Magazine Festival Insert
Outdoor Life
Southern Living Co-op
~~Southern Living Travel Directory Ads~~
Taste of the South
Texas Monthly Co-op
Texas Monthly Formatted Travel Ad (minimum ad size ¼ page)
Travel 50 & Beyond (minimum ad size ¼ page)
Travelhost Regional (minimum ad size ¼ page)

NEWSPAPER

Best of American Travel
Fall Travel Insert & Online Insert
Louisiana Great Summer Getaways
Louisiana Newspaper Program (2x4 and 2x6 only)
~~STS Newspaper Insert (DISCONTINUED)~~

INTERNET

AAA Digital and Reputation Management
~~Compass Custom Digital Ad Campaign~~
~~Content Marketing Kit~~
~~Digital Advertising Analysis~~
~~Facebook Fan & Lead Generation Campaign~~
Louisiana Newspaper Websites
~~Madden's Retargeting & Prospecting Display Campaign~~
~~Multi-Media Destination Campaign~~

Orbitz Worldwide
Outdoor Digital Campaign
~~Platfull.com~~
~~Rich Media Banner Ad Campaign~~
Southern Living Online Campaign
~~Travel Media Press Room~~
Trip Advisor
Weather Channel

DIRECTORY and GUIDES

~~AAA TourBook~~
~~Louisiana Attractions Brochure~~
~~Good Sam Travel Guide and Campground Directory~~

TRADE ADVERTISING

Connect Magazine
Convention South
~~Culinary Group Tour~~
Destinations Magazine
Group Tour Magazine (minimum ad size ¼ page)
Leisure Group Travel (minimum ad size ¼ page)
~~LTPA Group Travel E-Newsletter~~
Meetings and Conventions Magazine
Prevue Magazine
Rejuvenate Magazine
SportsEvents
Student Group Tour Magazine (minimum ad size ¼ page)

~~**LOUISIANA CHRISTMAS BROCHURE**~~

~~**LOUISIANA CULINARY TRAILS**~~

~~**LOUISIANA FISHING AND OUTDOOR ADVENTURES PROGRAM**~~

~~**TRADE and TRAVEL SHOWS**~~

~~Bank Travel~~
~~SYTA~~
~~Travel and Vacation Shows (Recipe Book)~~

~~**AAA E-NEWSLETTER**~~

~~**LTPA EXPLORES**~~

~~**ESSENTIAL ATTRACTIONS PACKAGE**~~

~~**ESSENTIAL FESTIVAL PACKAGE**~~

~~**BROCHURE DESIGN**~~

~~**VISITOR CENTER DISTRIBUTION**~~