

# Missouri River Country

## Cooperative Marketing Funds

**The Cooperative Marketing program** is designed to allow Missouri River Country to promote an **area, tourism destination, or event**. Missouri River Country is funded by Montana State Lodging Tax. The intent of this program is to develop new or expanded marketing projects which encourage visitors from outside the area. Any marketing, such as television or radio advertising or print projects should reach **outside a 100-mile radius** of the area as the intent is to increase tourism travel and extend the traveler's stay in Missouri River Country.

### Program Requirements

Cooperative partners applying for Missouri River Country funds must have an active status as a nonprofit organization with the Secretary of State of Montana or IRS designation and be operating to benefit the tourism industry.

Missouri River Country may provide up to, but not more than, 50% of any one line item within a project application. Under no circumstances may Missouri River Country provide more than 50% of the total budget or any line item within the project.

Cooperative Marketing funds are to be used solely for marketing projects. Administrative expense is not eligible.

In-kind services are not eligible to be matched.

Cooperative Marketing projects must have a total budget of at least \$500 or \$250 per participant.

Applications must be submitted to the Missouri River Country office no later than two weeks prior to the monthly Missouri River Country meeting. Meetings are the 3<sup>rd</sup> Tuesday of every month, unless otherwise noted.

**Cooperative Marketing projects are not to be implemented until all requirements for final approval have been met and approval is received in writing from Missouri River Country.**

A tracking system must be set-up in order to evaluate the success of the project, and reported back to the Missouri River Country office.

Each project must have potential to increase the number of visitors or to extend visitors stays. This must be included in the final report.

Each project must be targeted toward visitors outside the local community. Radio/television/newspaper advertising that is primarily limited to the community of the event is not eligible.

**The total approved Cooperative Funds from Missouri River Country will not be exceeded.**

**A Short Final Report** at the end of the project evaluating its success, growth and/or failure is to be sent to the Missouri River Country office. The final report should include 2 samples of all projects.

Examples:

- **Print Advertising**-actual ad placed with magazine cover or photocopy of it from every publication in which space was purchased. Summary of inquiries generated by each publication, cost per thousand, and cost per inquiry.
- **Television and Radio Advertising or Video Projects**-submission of radio ad or copy of television or video tape with affidavits of media purchased and must include stations, area of cover, dates and hourly frame of play and length of spot.
- **Signage**-Photo (before and after) general ideas for evaluation

Please consider the following:

- Does the project reach potential visitors outside the vicinity being promoted?
- Does the project meet the need of the traveling public?
- Does the project deliver important information to the potential traveler?
- Does the project stand on its own merit?
- Does the project have the potential to create tourism dollars for your community?
- Did you meet your objective?
- Was your strategy successful?

**All guidelines/rules/contracts to which Missouri River Country must adhere are relevant and required for the cooperative partner.**

## **Project Requirements**

### **Printed Material**

- 1) Printing projects over \$5000 total require bids from at least three (3) printers.
- 2) Original bid sheets need to accompany the application. (no copies)
- 3) The lowest bid needs to be accepted unless the organization has proof of substandard work. All samples must be retained with bids and written documentation must accompany Cooperative Marketing Applications if the lowest bid is not accepted because of inferior sample or if specs presented to them were not followed. These records must be available for public inspection.
- 4) Freight must be included as a part of the printing bid.
- 5) A uniform typed bid request needs to be given to each bidder. Typical specifications for bidding included; paper stock, size, quantity, format presented to printer, amount of color, recycled paper, number of pages and folds, color separations, layout/design and typesetting. (**BID FORM INCLUDED**)
- 6) It is recommended that bids be presented to your organization in a sealed envelope to be opened at a specific time.
- 7) A proof must be sent to the Missouri River Country office before printing to ensure compliance with guidelines.

- 8) All reprint projects must also obtain three bids and abide by bidding guidelines.
- 9) Applications for printed material shall separate production costs from printing costs. Applications shall include print specifications: Size, Quantity, Distribution Plan (areas & methods)

### **Completed print projects must include:**

- 1) “**Montana**”, spelled out in its entirety, must appear at first glance on all printed material.
- 2) Size, quantity, distribution plan, percentage of advertising versus editorial
- 3) The line “**Printed for free distribution**” must be included on all printed publications.
- 4) Paper will need to include some recycled content and state “**Printed on recycled paper**” or **contain the recycled logo**.
- 5) Print projects with costs less than \$5000 are exempt from bidding requirements. (Remember Cooperative Funds can only be used for projects that are at least \$500.)
- 6) Any print project which contains paid advertising must maintain no more than 50% advertising
- 7) Any printed piece that provides a free listing of lodging facilities must solicit an inclusive listing of those properties within the area of coverage.
- 8) Credit lines can include only the printer’s name not an address or phone number, in a point size (font) no larger than the Montana Office of Tourism and Business Development/Missouri River Country credit line.

### **Print Advertising**

- 1) **Montana**, spelled out in its entirety, must appear at first glance on all print advertising.
- 2) Print advertising budget shall separate creative costs from placement costs.
- 3) Organizations are encouraged to include locator maps in print advertising if feasible.

### **Television and Radio Advertising**

- 1) **Montana** must be stated on all audio track produced that include speaking when appropriate.
- 2) Shall include area of coverage.
- 3) An affidavit of media buy must be on file at the organization upon completion of the project.
- 4) Length of spot and frequency.
- 5) A copy of the audio/video tape must be on file at the organization.
- 6) Production costs and placement costs listed separately.

### **Film/Video Projects**

- 1) **Montana**, spelled out in its entirety, must appear at first glance on all visual mediums and must be stated on the sound track.
- 2) Film location project description, production company, impact to local community.

- 3) Distribution plan must be included in project application
- 4) One copy on file at organization office.

## **Billboards**

Billboards may be constructed as a Cooperative Marketing project provided the following documentation has been submitted to Missouri River Country prior to commitment of funds.

- 1) Written approval from the Department of Transportation for location.
- 2) Written permission from landowner to construct a board.
- 3) Signed agreement from the funding entity on method of maintenance.
- 4) Entrance signs are **not** eligible for Cooperative Marketing funds.
- 5) Signs must provide information about an event or attraction.
- 6) Photo or layout of finished product.

## **Social Media**

Social Media campaigns must include measurable means to evaluate, including goals based on metrics such as number of followers in audience, engagement (likes, shares, mentions, views), impressions, subscribers, readership and unique views.

## **Internet Page / Site Development**

- 1) Any Internet pages/sites developed utilizing lodging facility use tax funds may be hosted/maintained on one of the MOTBD Servers.
  - 2) Organizations that do not host their web site with the MOTBD should adhere to the Risk Management Framework outlined in the National Institute Standards and Technology. <http://csrc.nist.gov/publications/PubsDrafts.html#SP-800-39>
  - 3) Development must conform to the MOTBD “Technical Guide.” This requirement will still allow the use of local designers and developers.
  - 4) A minimum of three bids or an agency of record previously selected by the RFP process would need to be obtained for digital projects that are over \$25,000 prior to awarding a project to a particular vendor. In addition to the price quotations, the vendor will be required to provide the Web addresses for at least two other completed projects (this will allow an evaluation of the quality of work to be performed).
  - 5) Advertising will not be allowed on Internet pages/sites that are hosted by the MOTBD Servers. Hot links will be allowable.
  - 6) Since the law states that revenue shall be used for “tourism promotions and promotion of the state as a location for the production of motion pictures and television commercials,” Internet pages/sites shall only include activities and services that are beneficial to the traveler.
  - 7) Privacy policy language is required on the organization’s website and on any correspondence that solicits Personally Identifiable Information.
- 

**Cooperative partners are to present original invoices to Missouri River Country for payment.** When sending the original invoice also send a check for the organizations portion of the bill or a copy of the check. Missouri River Country will send in

both payments to the provider of services. Missouri River Country WILL NOT reimburse the organization if they pay the full amount to the provider.

**All invoices are to be dated after the date of approval of the application.**

All Cooperative marketing projects are subject to an annual review of compliance through the Missouri River Country office by the Dept. of Commerce.

The maximum amount of matching funds that Missouri River Country will provide per participant is \$2,500. New project submissions will typically have precedence over resubmission projects. Funds not applied for and used by individual counties or the Fort Peck Tribes by January will be available to other counties. Incomplete applications or those not on the original form will not be accepted.

### **INELIGIBLE MARKETING/EXPENDITURES**

- 1) Any expenditure which is made prior to Missouri River Country approval, regardless of eligibility or nature of the project.
- 3) Alcoholic beverages.
- 4) Financial sponsorships.
- 5) Organization/association dues, which are not required for implementation of a project.
- 6) Membership solicitation literature.
- 7) Purchase of land; purchase and/or construction of buildings.
- 8) Items for resale.
- 9) Relocation information and services
- 10) Prizes, decorations, trinkets, floats.
- 11) Operation of events.
- 12) Program booklets, entry forms.
- 13) Administration costs incurred by other organizations in the implementation of cooperative projects.
- 14) Disbursement of funds to other promotional entities.
- 15) Radio/television/newspaper advertising that is primarily limited to the community of the event is not eligible.

Any time an organization is uncertain of eligibility of any expenditure, they may contact the Missouri River Country office at 406-653-1319 or email [2mtmrc@nemont.net](mailto:2mtmrc@nemont.net)

# 2020-2021 Missouri River Country Co-op Marketing Application

---

**Missouri River Country reserves the right to not fund the project if the organization does not comply with the guidelines.**

**Projects must be completed by June 30, 2021.**

**Please read carefully the entire application and guidelines before completing.**  
(The application must be typed except signature line)

---

Return completed application and any necessary supporting backup materials to: [2mtmrc@nemont.net](mailto:2mtmrc@nemont.net) and one mailed copy to:

<p><b>Missouri River Country P.O. Box 118 Fort Peck, MT 59223</b></p>
---

For questions contact: Carla Hunsley - Phone 1 800 653-1319

[2mtmrc@nemont.net](mailto:2mtmrc@nemont.net)

**Applications must be received two weeks prior to the Missouri River Country's monthly board meeting. Guidelines must be followed.**

The applications will be reviewed by a committee and final approval will be made by the full Missouri River Country Board of Directors. Projects may begin only after notification approval from Missouri River Country.

## **Purpose and Goals**

The Missouri River Country Cooperative Advertising Program will provide funds to non-profit tourism-related organizations/associations to promote an area or event as a travel destination. The intent of the program is to encourage the development of new or expanded promotions thereby increasing visitors to the area or increasing their length of stay in an area.

# Application for Missouri River Country Cooperative Marketing Funds

Project Name \_\_\_\_\_

Local Organization \_\_\_\_\_

Legal Address \_\_\_\_\_

Project Supervisor \_\_\_\_\_

Address \_\_\_\_\_

Organization Phone \_\_\_\_\_ Supervisor phone \_\_\_\_\_

Total Marketing Budget for this Project \_\_\_\_\_

Amount Requested from Cooperative Funds \_\_\_\_\_ Percentage \_\_\_\_\_

Proposed Starting Date \_\_\_\_\_ (Must  
be after final approval from the Missouri River Country)

Proposed Ending Date ( before June 30, 2020) \_\_\_\_\_

### **Funding Sources:**

Missouri River Country  
Cooperative Marketing Funds \_\_\_\_\_

Other (specify) \_\_\_\_\_

Total Budget \_\_\_\_\_

- 1) Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.
  
- 2) Please provide a description of the anticipated economic benefit of this project -- increased visitation and increased length of stay, how project will increase appeal of region as a travel destination, etc.
  
- 3) Please state your target market for this project. Will this reach travelers outside of your immediate area?
  
- 4) Please describe your method of evaluation. What are some concrete methods to determine the success of your project? What do you expect to accomplish with this project? Did you meet your objectives and was your strategy successful? Evaluation of the project will need to be sent to Missouri River Country upon completion for State Compliance Reports.



## Cooperative Marketing Project Budget

Administrative Expenses-Not eligible within Cooperative Marketing Project. Minimum project budget is \$500. **Cooperative Funds may not provide more than 50% of the total budget and no more than 50% of a line item.**

**In-kind services are not eligible to be matched.**

	<b>A. Missouri River Country</b>	<b>B. Applicant</b>	<b>C. Total Cost</b>
Printing	\$ _____	\$ _____	\$ _____
Shipping	\$ _____	\$ _____	\$ _____
Layout/Design	\$ _____	\$ _____	\$ _____
Photography	\$ _____	\$ _____	\$ _____
Travel Shows	\$ _____	\$ _____	\$ _____
Conventions	\$ _____	\$ _____	\$ _____
Signage	\$ _____	\$ _____	\$ _____
Print Advertising	\$ _____	\$ _____	\$ _____
Television Adv.	\$ _____	\$ _____	\$ _____
Radio Advertising	\$ _____	\$ _____	\$ _____
Social Media	\$ _____	\$ _____	\$ _____
Online/Digital	\$ _____	\$ _____	\$ _____
Other (Specify)	\$ _____	\$ _____	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>	<b>\$ _____</b>	<b>\$ _____</b>

**Printing and Production Bid**  
**Must be typed except signature line**

**Deadline for Bids:** \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Original bid sheet is required**

**Specifications:**

Publication: \_\_\_\_\_

Quantity: \_\_\_\_\_

Printing: State printed in \_\_\_\_\_ (8% in-state preference)

**Must be printed in the USA**

Pages: \_\_\_\_\_

Stock: \_\_\_\_\_

**must include some recycled paper**

Ink: \_\_\_\_\_

Copy: \_\_\_\_\_

Design: \_\_\_\_\_

Fold: \_\_\_\_\_

Proof: \_\_\_\_\_

Time frame: \_\_\_\_\_

**Delivery Date:** \_\_\_\_\_

Sealed bids will be opened \_\_\_\_\_

<u>Quantity</u>	<u>Production</u>	<u>Printing</u>	<u>Shipping</u>	<u>Total Cost</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

to include  
folding

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

# Montana Tourism Cooperative Marketing Funds Program Applicants Certificate of Compliance

The following are self-explanatory and are required to be fully completed by the applicant. Please check each statement as to understanding and approval.

\_\_\_\_\_ The organization understands the Montana Department of Commerce will audit the project both for performance and accounting through the Missouri River Country office.

\_\_\_\_\_ It is understood that no commitment of funds will be made until **after** the authorized approval of the project by the Missouri River Country.

\_\_\_\_\_ It is understood that Missouri River Country has the right to deny any payment of any invoice if it is found that the organization does not meet eligibility guidelines; or that the organization is not complying with the approved program.

\_\_\_\_\_ It is understood that the applicant/organization will in no way represent itself as Missouri River Country.

\_\_\_\_\_ We have enclosed a copy of the Montana State Non-profit certification or IRS designation or have verified that Missouri River County already has a copy on file.

\_\_\_\_\_ It's understood that if the organization does not provide the evaluation report by the deadline, the organization will not be considered for any future application cycles.

I certify that the application and its attachments are correct to the best of my knowledge. I am aware that, if approved, this application becomes an agreement.

\_\_\_\_\_  
Project Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Organization President

\_\_\_\_\_  
Date

# Cooperative Marketing Checklist

Cooperative Partner: \_\_\_\_\_

- 1. I have read the project requirements and have an understanding of the process.
- 2. “**Montana**”, spelled out in its entirety, must appear at first glance on all print material and print advertising.
- 3. All printed material funded in full or in part with lodging tax revenue must include size, quantity, and distribution plan.
- 4. Organizations must include the line “**Printed for free distribution**” on all printed publications.
- 5. The line “**recycled paper**” or the **recycled symbol** must be on all print pieces.
- 6. Any printed piece that provides free listings of lodging facilities (i.e. hotels, motels, campgrounds, B & B’s) must solicit an inclusive listing of all facilities within the area of coverage. If a facility is not listed, the organization must have documentation that the facility chose not to be listed.
- 7. Any print project that contains paid advertising must contain 50% or less advertising.
- 8. Line items may not change from the application as approved.
- 9. I understand that projects must be completed by **June 30, 2021** to be eligible for the cooperative funds.
- 10. I will complete an evaluation of the project and send the necessary final report and samples to the Missouri River Country office by **October 15, 2021**. If I fail to complete the report by the deadline, I understand that my organization will not be considered for any future application cycles.
- 11. If I must turn over the responsibility of this project to another, I will see that they are given a copy of the application and the checklist so they will also have a clear understanding of the Co-op Marketing process.

Project Supervisor: \_\_\_\_\_

Date: \_\_\_\_\_

**Please sign and return this checklist and your final report and samples to:**

**Missouri River Country  
P.O. Box 118, Fort Peck, MT 59223**