

## **2018-2019 Missouri River Country Co-op Marketing Application**

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**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, 2019.**

Please read carefully the entire application and guidelines before completing.

(The application must be typed)

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Return completed application and any necessary supporting backup materials to:

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

For questions contact: Carla Hunsley - Phone 1 800 653-1319  
[2mtmrc@nemont.net](mailto:2mtmrc@nemont.net)

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

The applications will be reviewed by Missouri River Country. Those applications approved by Missouri River Country will then be sent to the Governor's Tourism Advisory Council for final approval. Projects may begin only after written approval from the Tourism Advisory Council.

### **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 Tourism Advisory Council)

Proposed Ending Date ( before June 30, 2019) \_\_\_\_\_

**Funding Sources:**

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

Cash on Hand \_\_\_\_\_

Advertising Revenue \_\_\_\_\_

Memberships \_\_\_\_\_

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

**Total Project 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.
  
  
  
  
  
  
  
  
  
  
- 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? Evaluation of the project will need to be sent to Missouri River Country upon completion for State Compliance Reports. What do you expect to accomplish with this project?

## 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.**

	A. Missouri River Country	B. Applicant	C. Total Cost
Travel Promotion Literature			
a. Printing (3 bids required if over \$2000- please attach original bids (bid form enclosed). Bids to include freight. <b>Proof for printing will need to be sent to Missouri River Country before printing.</b> This is to ensure the completed project <u>follows</u> guidelines.)	\$ _____	\$ _____	\$ _____
b. Freight	_____	_____	_____
c. Layout/Design	_____	_____	_____
d. Typesetting	_____	_____	_____
e. Color Separations	_____	_____	_____
f. Photography	_____	_____	_____
g. Other	_____	_____	_____
Print Advertising	_____	_____	_____
Television Advertising (check guidelines)	_____	_____	_____
Radio Advertising (check guidelines)	_____	_____	_____
Signage <b>(Please attach DOT approval, landowner permission and maintenance agreement)</b>	_____	_____	_____
Travel Shows	_____	_____	_____
Other (please specify)	_____	_____	_____
<b>TOTAL</b>	\$ _____ Requested from	\$ _____ Organization funds	\$ _____ Total project

**Printing and Production Bid**  
**Must be typed**

**Deadline for Bids:**  
FAX:

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 \_\_\_\_\_

<b><u>Quantity</u></b>	<b><u>Production</u></b>	<b><u>Printing</u> to include folding</b>	<b><u>Shipping</u></b>	<b><u>Total Cost</u></b>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

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 Missouri River Country funds will be made until after the authorized approval of the project by the Tourism Advisory Council.
- \_\_\_\_\_ It is understood that budget line items can be adjusted up to 10% and that total marketing funds will be provided only in the amount approved by the Missouri River Country and the Tourism Advisory Council.
- \_\_\_\_\_ It is understood that the Tourism Advisory Council 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 organization will in no way represent itself as the Tourism Advisory Council or 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.

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 printed material.
- 3. All printed material funded in full or in part with lodging tax revenue must include the following credit line “**Produced with Accommodations Tax Funds in Cooperation with Missouri River Country**”.
- 4. Organizations must include the line “**Printed in USA for free distribution**” on all printed publications.
- 5. **All print projects** must include the federally mandated Americans with Disabilities Act language. (The following notice is recommended: “**Alternative accessible formats of this document will be provided upon request.**”)
- 6. The line “**recycled paper**” or the **recycled symbol** must be on all print pieces.
- 7. 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.
- 8. Any print project that contains paid advertising must contain 50% or less advertising.
- 9. Line items may not change from the application as approved.
- 10. I understand that projects must be completed by **June 30, 2019** to be eligible for the cooperative funds.
- 11. 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, 2019**.
- 12. 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**