



## COOPERATIVE MARKETING GRANT PROGRAM HANDBOOK

As the principal marketing and promotions agency of the State of New Jersey, the Department of State's Division of Travel and Tourism, is charged with fostering economic growth by increasing tourism expenditures and visitation, encouraging long-term viability of New Jersey's precious natural resources, arts and cultural institutions and vast recreational and leisure opportunities. Among its many programs and services, the Division of Travel and Tourism (NJTT) executes a marketing campaign that includes television and print advertisements, radio commercials, digital elements, social media marketing, a public relations campaign, as well as education, research, visitor information services, product development and outreach initiatives.

### INTRODUCTION

The Cooperative Marketing Grant Program is a collaboration between the New Jersey Department of State, Division of Travel and Tourism and the New Jersey travel industry, whose goal is to promote New Jersey as a premier travel destination.

Funding will be provided to promote and market specific tourism opportunities in New Jersey. Cooperative Marketing Grant awards range from \$2,000 to \$25,000. The review process to notification for award will take approximately 10 - 12 weeks. Organizations may only submit **one application**.

#### Types of Project Proposals

- Brochure Creation and Distribution (\$2,000 - \$5,000)
- Advertising/Marketing a tourism event (Sponsorship up to \$15,000)
- General Marketing Plan developed to attract tourists (up to \$25,000)

### ASSISTANCE

The Division of Travel and Tourism is available to assist in the technical aspects of completing the application/proposal. *Staff comments and suggestions do not guarantee the applicant will be awarded a grant.*

### SELECTION CRITERIA

Projects will be selected based upon high quality work, clear demonstration of contribution to New Jersey tourism and fulfillment of Division of Travel and Tourism's priorities. All applications will be distributed to an independent review panel. The panel will evaluate all proposals against the stated criteria and achieve consensus on the merits of each.

- The applicant organization must have and illustrate in the proposal a significant interest in the promotion of a tourist destination/attraction/activity. The organization should provide evidence of its experience producing effective marketing programs or events.
- If the event or program is a new venture, a decision will be based on the strength of the project's marketing plan.

## APPEALS PROCEDURE

Applicants who wish to challenge award decisions may make a formal appeal. The appeal must be submitted in writing within 30 days of the date of the letter informing the applicant of the award decision. The appeal must contain an explanation of why the applicant believes the Division of Travel and Tourism's grants committee decision was in error. The appeal may not include any documents or information that was not included in the original grant proposal or information that may have been amended since the original submission. The appeal package should be marked as such ("Appeal") and sent to the Executive Director of NJTT.

The applicant will be informed in writing about the Division's decision at the earliest opportunity. Should the Division of Travel and Tourism's grants committee revise its original decision and make an award, the amount would depend upon the availability of funding.

All Grant Agreement documents must be thoroughly reviewed and accepted by signature of the organization's authorized official. Final execution of the grant agreement will be upon acceptance and signature by the New Jersey Division of Travel and Tourism.

Grantees are required to include the New Jersey Department of State, Division of Travel and Tourism as an insured party on their liability insurance.

## FUNDING PROVISIONS

Organizations receiving Cooperative Marketing Grant awards MUST:

- **Notify the Division of Travel and Tourism, in writing and receive approval for changes made to the approved budget and marketing plan.**
- Adhere to the detailed list of benefits provided in their proposal and supply a schedule (including project/event dates, booth availability, advertising, press and television/digital/radio opportunities) and specifications of all print and media deadlines.
- **Include the New Jersey Division of Travel and Tourism logo and/or brand image on pieces produced for your project.** New Jersey Division of Travel and Tourism's (NJTT) will be mentioned on any announcements and TV/radio spots and on all collateral materials promoting the event; NJTT name and logo will be placed on all promotional materials, banners, press releases and TV/Radio commercials. The logo and Standards of Use will be made available to you upon award of the grant. Please note that the applicable logo for your use contains our web address.
- Include logo and link ([VisitNJ.org](http://VisitNJ.org)) to the New Jersey Division of Travel and Tourism website on grant recipient's home web page for 12 months and on any event underwritten by the grant for the duration of the supported event.
- Include the mandatory statement: "Supported in part by a grant from New Jersey Department of State, Division of Travel and Tourism" where ample spacing is allowed.
- Obtain approval by the Division of Travel and Tourism of placement of all logo, brand and mandatory statement usage prior to final production of the piece.
- Notify the Division of Travel and Tourism at least eight (8) weeks in advance if requested to speak or appear at the project event by notifying Bernice Harris at [Bernice.Harris@sos.nj.gov](mailto:Bernice.Harris@sos.nj.gov). Participation at events is subject to availability.

- The New Jersey Division of Travel and Tourism must be contacted in writing if a project/event or program is cancelled or postponed. If the event or program will not be rescheduled, all grant monies must be returned to the Division of Travel and Tourism no later than 30 days from notification of the cancellation.
- All funding recipients must file a final report within 45 days of the completion of the project or date of event. The final report must include an actual financial account of the amount of the grant, plus the match and detailed information on the cash expenditures equaling the grant, plus the match, including receipts. The final report must also include a summary of the project and must describe in detail, measurable results from the project event, program or activity and should include supporting documents such, as website visits/pageviews, website traffic sources and demographics, attendance, overnight stays generated, etc. You must include copies of promotional literature and provide proof that promotional opportunities to the state have been fulfilled.
- All funds must be expended within 30 days after the grant period end date to be included in the final report.
- An interim report may be requested as deemed necessary by the Division of Travel and Tourism. Upon receipt of the request, the grant recipient must submit an interim report to the Division within 15 business days.

#### **USES OF AWARDED GRANT FUNDS AND NON-STATE 25% MATCH FUNDS**

The focus of the Cooperative Marketing Grant Program is to increase awareness of New Jersey as a tourism destination through marketing. The following are examples of *eligible marketing expenses*:

- Advertising and production costs, including media buy for television, radio, print, outdoor, out-of-home, social media and internet.
- The cost for hiring a marketing or public relations firm.
- Production and distribution of brochures, rack cards or direct mail.
- New major marketing initiatives for the creation of a new website or improvement to an existing website.
- Hospitality management training and visitor service initiatives that strengthen tourism product delivery.

The following are some items that are *not eligible expenses*:

- Wages, benefits.
- Hospitality expenses, entertainment, lodging, transportation.
- Fireworks.
- Capital improvements, restoration/rehabilitation of sites, durable equipment.