



CO-OPERATIVE MARKETING GRANT GUIDELINES - 2011

The Connecticut Commission on Culture & Tourism (CCT) Co-operative Marketing Grant Program provides valuable strategic marketing partnerships to all CCT constituents. The grants are designed to increase attendance, visitation, overnight stay and leverage the collaboration of CCT's statewide marketing.

APPLICATION DEADLINE

MUST BE RECEIVED (NOT POSTMARKED) BY 4:00 P.M. ON OR BEFORE JANUARY 5, 2011

Funding Period: February 2011 – January 31, 2012

Applicants will be notified of receipt of their application via e-mail within two (2) weeks from the deadline date.

PROGRAM TIMELINE

Application Deadline	January 5, 2011
Award Notification	February 2011
Funding Period	February 2011 - January 31, 2012
Project Period	February 2011 - January 31, 2012
Status Report(s)	June 2011 (every six months a project is open)
Final Report Due	Within 60 days of completion of grant period
	Final Report Financial
	Final Report Evaluation Narrative
Final Report Audit (if applicable)	

PROGRAM INFORMATION

Three subsidized, pre-selected media partnerships are offered by CCT for the FY 2011 Co-operative Marketing Grant Program. Constituents may apply for matching grants for billboard, magazine-style insert and online advertising campaign.

The advertising projects offer a choice of visible and affordable media that can be accessed by partners at varying funding levels. Matching funds are a requirement; the required match and eligibility varies depending on the project you select. All projects should work in synergy with the CCT Strategic Marketing Plan (the Executive Summary is available at www.cultureandtourism.org) and extend the Connecticut brand and image.

Culture and tourism partners may apply for more than one of the three eligible projects. Separate application packages must be submitted for each proposed project. Applicants that are partners on the proposed project must submit one combined application per project.

Status Report: Status reports are required by the Co-operative Marketing Grant Program every six months a grant project is open. Status Reports are available on CCT's website, www.cultureandtourism.org.

Vendor Arrangements: Grant recipient shall contract with the media outlets or other pre-selected vendors and guarantee payment for the media placements or services. Grant recipients may be required to go through a credit application process with vendor(s). CCT will provide the matching grant funds directly to the grant recipient, not to the vendor.

Project Mock ups: All project materials such as billboard creative, advertisement mock-ups, etc. must be approved by CCT prior to being produced or scheduled for final production. A minimum of five (5) working days is required for this approval.

WHO MAY APPLY

Eligible Applicants

- For-profit project applicants with eligible projects can be arts, history and heritage venues, film, tourism attractions, destination marketing organizations, special event organizers, lodging facilities, dining or shopping establishments or providers of tourism services available to the public.
- Connecticut arts, history and heritage, tourism, film and cultural non-profit 501(c)(3), 501(c)(6) and municipalities are eligible for the Co-operative Marketing Grant Program. Proof of non-profit status is required.
- Eligibility is determined by specific marketing project.
- All applicants must provide their Federal Employer Identification Number provided by the Internal Revenue Service.
- Applicants must demonstrate a fiscal accountability system that insures that the monies will be spent in the manner indicated by the grant application.
- Applicants should have a current strategic marketing plan. Applicants without a marketing plan may submit the strategic marketing questionnaire provided by CCT.

Ineligible Applicants

- Elementary and secondary schools
- Service organizations or clubs
- Individuals

WHAT WE FUND

Culture and tourism partners may apply for more than one project. Submit separate application packages for separate projects. Applicants that are partners on the proposed project must submit one combined application per project.

- Billboard Advertising (non-profits and for-profits)
- Magazine-Style Insert (non-profits and for-profits)
- Online Advertising Campaign (non-profits and for-profits)

Individual project factsheets are at the end of these guidelines starting on page 8.

Eligible Expenses

All expenses eligible for payment by grant and match funds vary from project to project. Details on expenses and appropriate vendors are outlined in the project specific factsheets.

Ineligible Expenses

Any expenditure utilizing grant or matching funds not pre-selected or approved by CCT are ineligible. Ineligible expenses will not be honored and may result in the return of grant funds. In-kind services do not qualify as matching funds.

HOW WE FUND

Grant Requests: The maximum amount of requested CCT Co-operative Marketing Grant funds and eligibility differ by project. Please refer to the Co-op Marketing Grant fact sheets for additional details on each specific project.

Matching Funds: This program requires matching funds and is available to arts, history and heritage, film and tourism entities. The maximum grant and matching funds varies dependent upon the co-op project. Please refer to the Co-op Grant fact sheets for additional details on each specific project.

**HOW WE FUND
CONT'D**

A cash match is required that varies from 30% to 60% depending on project selection as well as non-profit or for-profit status. The grantee shall submit a final report within 60 days of the completion of the grant period which will provide proof of matching funds. If funds have not been raised or the recipient does not supply proof of matching funds or if the grantee has not raised the matching funds within the prescribed time, all grant funds must be returned to CCT.

Eligible Sources of Matching Funds: Eligible sources of matching funds include direct grants, monies raised through memberships, sales of promotion items, fund drives, corporate sponsorships, money raised through ticket sales, registrations or admission fees, private or corporate donations and net profits. **Keep documentation of these sources and the resulting expenditures thereof as it is required in the Final Report.**

Ineligible Sources of Matching Funds: State or federal funds cannot be used as matching funds. The goal is to raise dollars by creating partnerships with the private sector. In-kind services including salaries, do not qualify as matching funds for this program.

Matching funds must cover expenses considered eligible under this program.

REVIEW PROCESS

Applications will be reviewed based on the following criteria:

- **Organization and experience:** Applicants will be evaluated based on the quality of their application, history of organization & experience and financial stability. Please depict the credentials of the organization and the pertinent experience points. Place this information in the first section of the narrative portion in the application package.
- **Technical approach:** The second section of the narrative is for identifying the proposed project. Please clearly state the usage of the grant project dollars. The applicant must clearly outline objectives and goals of project, including target audience, projected attendance or percentage increase in attendance and lodging room nights impacted by the project. Strategies or messages must be clearly articulated and based on sound research. Tactics to execute the project must be included and should be on target. The project plan must exhibit balance, integration, conciseness, correct approach, be thorough and clear as well as exemplify adequate resources for the grant funded project. Timelines must be clearly defined and reasonable.
- **Consistency with CCT's Strategic Marketing Plan (www.cultureandtourism.org):** Applicants must clearly articulate compatibility with the Strategic Marketing Plan and the degree of enhancement and/or expansion of culture and tourism in Connecticut. Project plans should exemplify creativity, innovation and quality to enhance Connecticut's image; signify economic growth and job development. Project must encourage culture and/or tourism visitation. Greater consideration will be given to those projects that encourage visitation in a region rather than a single community as well as those which promote extended stays.
- **Budget:** The project budget must be detailed and complete. Applicants must demonstrate rational tactics in preparing the budget. Costs must be well researched and reasonable, receiving the best value for the proposed budget. Other sources of income must be indicated with a clear delineation of grant and matching dollars. The identified matching funds must be from eligible sources and the expenses must also be eligible. Applicants must demonstrate a fiscal accountability system that

**REVIEW PROCESS
CONT'D**

insures the monies will be spent in the manner in which the grant application package indicates.

Funding recommendations will be presented to the CCT Board for approval. All applicants will be notified in writing via e-mail.

**APPLICATION
MATERIALS**

You may download the application from CCT's website, www.cultureandtourism.org. You can digitally fill out the application, save a copy for your records and submit the completed application to CCT by mail or hand delivery. Fax or electronic submissions will not be accepted. For more information on filling out and saving application forms, please see CCT's website.

Grant Request: When calculating grant funds from billboard, magazine-style insert or online advertising from a total project cost, divide the corresponding index figure into the total project cost to receive the grant request funds (see below for the index figure).

<i>Required Match</i>	<i>Index Figure</i>
30%	1.3
40%	1.4
50%	1.5
60%	1.6

Example:

\$23,942 cost for a full page ad in the 2011 Spring/Summer FSI
 $\$23,942 \div 1.3 = \$18,417$ grant request (to the nearest dollar)
 $\$18,417 \times 30\% = \$5,525$ required match (to the nearest dollar)

The amount of matching funds is dependant upon the grant request amount. Please check the magazine-style insert pricing guide for costs.

The budget must be in two sections: Revenue and Expenditures. Revenue must be broken down by earned income, grants & contributions and identified source of matching funds. The revenue section must identify the sources of funds. Expense must be broken down by item (media costs, consulting fees) and the expense of each item shown under the appropriate category of revenue: CCT Co-op Marketing Grant, matching funds, other revenue. The Expense section must clearly denote which funding source is utilized for each item. Grant funds may only be expended on eligible marketing expenses defined in each fact sheet. Expenses paid by matching fund dollars may not consist of in-kind services. A sample budget can be found on page 6.

Projects must begin no earlier than February 2011 and end no later than January 31, 2012.

All required information must be provided in the application package marked original at the time of submission along with eleven (11) copies to be considered completed and forwarded for review.

Applications must include one original (marked original) and eleven (11) sets of material in the following order:

**APPLICATION
MATERIALS
CONT'D**

Original

1. Application (must be signed and dated, with an original signature);
2. Application Narrative (2 sections/pages with 11 point font);
3. Project Budget;
4. Timeline;
5. Current Strategic Marketing Plan or complete the Strategic Marketing Questionnaire available at www.cultureandtourism.org;
6. Promotional Materials (optional);
7. Sponsorship Opportunities Package (if applicable);
8. Tax Exempt Verification (select what applies; examples listed below):
 - o IRS Tax Exempt Letter (Determination Letter),
 - o Affirmation Letter,
 - o Instrumentality Letter,

Eleven (11) Copies

1. Application (must be signed and dated, with a copy of the original signature);
2. Application Narrative (2 sections/pages with 11 point font);
3. Project Budget;
4. Timeline;
5. Current Strategic Marketing Plan or complete the Strategic Marketing Questionnaire available at www.cultureandtourism.org;
6. Promotional Materials (optional);
7. Sponsorship Opportunities Package (if applicable);

Twelve (12) sets are required in total.

**GRANTEE
RESPONSIBILITIES**

Please refer to the following sections on page 4-5 of the CCT Grant Overview Guidelines:

- Grantee Responsibilities
- Credit & Publicity Responsibilities
- Reporting Requirements

**GRANTEE
CANCELLATIONS**

Please refer to page 5 of the CCT Grant Overview Guidelines

HOW TO APPLY

Applicants must follow all instructions and provide all instructions and provide accurate and complete information in all sections and supporting materials as stated in each program's guidelines. Failure to do so will render the application ineligible for review.

All CCT applications must be received (not postmarked) on or before January 5, 2011. No application or parts thereof will be accepted after the deadline. E-mail or fax submissions will not be accepted.

If hand-delivered, applications must be received by 4:00 pm on January 5, 2011. Applicants must request and retain a receipt from the CCT staff person accepting the hand-delivered application.

All mailed applications shall be sent to:

Rena Calcaterra
Co-Operative Marketing Grant Program
Connecticut Commission on Culture & Tourism
One Constitution Plaza, Second Floor
Hartford, CT 06103

Applicants will be notified of receipt of their application via e-mail within two weeks of the deadline.

Applicants must follow all instructions and provide accurate and complete information in all sections and supporting materials as stated in the guidelines. Failure to do so will render your application ineligible for review.

BILLBOARD FACT SHEET

DESCRIPTION

The Billboard Advertising project allows grant recipients to advertise in the greater metro New York area and along the major thoroughfares of Connecticut (I-84, I-95, and I-91). Creative templates have been predesigned. CCT is offering grantees the choice from two advertising options, which you will need to specify as part of your grant application process.

Final locations of boards will be determined by the grantee in consultation with the billboard vendor once the grant application is approved and availabilities are researched. Cost for billboards including installation and vinyl print ranges from \$6,000 in Connecticut to \$27,000 in New York per board per month.

MEDIA OPTIONS

Please select your media intentions on the application form for billboard advertising from the following options. Billboards are sold on space available by location and month and usually require a signed contract within 3 days of final negotiations with the vendor. Confirmation of final billboard locations, etc., is determined by contract with the vendor.

As a value-added, billboard project partners will be highlighted on www.CTvisit.com, the state's official tourism website with more than two million visitors annually, in rotating value-added sidebars from April through August for the spring/summer option and September through October for the fall season option.

Billboard locations: I-84 Connecticut, I-95 Connecticut, I-91 Connecticut, I-87 New York, I-95 New York, I-84 New York

Territory options: New York gateways to Connecticut, Fairfield County, New Haven, Shoreline, Danbury, Waterbury, Hartford

Time durations for the 2011 options are as follows:

- Grantees must contract for at least one month
- With the choices of any and all of the months from each options
Spring/Summer: April, May, June, July and August
Fall: September and October

CREATIVE OPTIONS

Billboard creative development shall be designed by CCT's creative designer. The Co-op billboard project shall have a unified look and include the Connecticut logo and website, www.CTvisit.com as the primary call to action.

In addition, the Co-op Marketing Grant funds provide appropriate time with CCT's creative designer and grant program manager for copy editing, layout, production and account service for the execution of the grantee's billboard creative.

Grant recipients may choose one of two creative concept options which can be viewed at www.cultureandtourism.org in the **Co-Operative grant landing page**.

All grant recipients shall provide CCT's creative designer with copy points for their billboard based on the concept selected: one photo, along with the selection of Interstate access and exit or town location or event name including dates with optional horizontal logo in black.

**CREATIVE OPTIONS
CONT'D**

CCT will collaborate with grant recipients during the creative review process. Advertising messages that promote a negative image of the state, are morally offensive, competing interests or products documented to be harmful to health or well-being will not be approved by CCT.

**ELIGIBLE
APPLICANTS &
REQUIRED MATCH**

- Non-profit entities: require 40% match
- For-profit entities: require 50% match

**ELIGIBLE EXPENSES
OR ACTIVITIES FOR
FUNDING**

The Co-op Marketing grant funds can be used for the following:

- Media purchase costs for the billboard(s); grant funds cannot be used for digital billboards
- Billboard vinyl production costs
- Billboard installment costs

No other expenses or activities related to the billboard co-op can be reimbursed.

**MAXIMUM GRANT
REQUEST**

The maximum grant request is \$30,000 for Spring/Summer Season.
The maximum grant request is \$20,000 for the Fall Season.
The maximum grant request is \$50,000 for both Seasons.

DEADLINES

Applications must be **received** by CCT no later than 4:00 pm January 5, 2011.

VENDOR CONTACT

Applicants shall contact the billboard vendor directly for availability and costs of billboards and to contract for media.

Moira McNally, Director of Sales
Out of Home America
Phone: 860-289-9001
E-mail: moira@outofhomeamerica.com

2011 MAGAZINE-STYLE INSERT (FSI) FACT SHEET

DESCRIPTION

The magazine-style insert is a cornerstone for marketing Connecticut's destinations, attractions, lodging, special events and visitor services. The glossy magazine is a "lure" piece that is enhanced with significant editorial and display advertisements. Madden Media is producing two co-op publications, a 40-page spring/summer edition and 28-page edition for fall/winter. Each magazine is used for timely seasonal fulfillment of Connecticut travel information requests, and each is distributed to the state's best prospects through targeted newspaper insertions (free standing inserts) in the greater New York City metro area and major Connecticut dailies.

This magazine-style insert, replaces the former annual *Connecticut Vacation Guide* and bi-annual *Culture & Tourism Special Events Calendars* and builds on past newspaper FSI campaigns, also offers an integrated online promotion with participation in each edition:

- Four months of promotion and lead generation with a listing and hyperlink for every advertiser
- Two email blasts, circulation 25,000 each, driving online prospects to Connecticut advertisers
- Campaign-specific search engine marketing to drive additional traffic to Connecticut advertisers
- Interactive digital versions of each magazine is posted on Connecticut's official tourism website, CTvisit.com.
- Additional circulation to regional AAA offices

Optional

- iBrochure an interactive online brochure linked to vacationfund.com that will fulfill your leads saving printing, postage and fulfillment costs. The iBrochure can be updated seasonally at no additional cost.

This strategic marketing opportunity will maximize your exposure and ultimately lure first time and repeat visitors to experience Connecticut. The Co-Op Marketing Grant is available for advertising participation in the 2011 spring/summer and/or the 2011-2012 fall/winter magazines.

Past newspaper FSI co-ops along with their added values have delivered consistently strong results for its advertising partners. This co-op will make it more affordable for properties to advertise in a coordinated, branded and trackable marketing effort that achieves an even greater "frequency of message."

MEDIA OPTIONS

The Spring/Summer FSI will be inserted in newspapers May 22, 2011. The Fall/Winter magazine will be inserted in newspapers September 11 or 18, 2011. Inserts will be placed in the following markets: Asbury Park, Bergen County, Bridgewater, Bridgeport, Danbury, Hartford, East Brunswick, New Haven, New York, Newark, Stamford, Greenwich, Waterbury and Westchester. Other markets may be added if resources allow.

	Spring/Summer	Fall/Winter
Newspaper Circulation	925,000	450,000
Total Circulation	1,000,000	525,000

Applicants may select to participate in the Spring/Summer Magazine, the Fall/Winter Magazine or both. They may choose from a full page, half page, quarter page or eighth page advertorial space, with each option including a reader service card brochure ad.

**CREATIVE
REQUIREMENTS**

Grantee advertisements will appear as display ads. Grantees will supply creative files based on Madden Media ad specifications and on the size of the contracted space. Madden Media will design and layout the magazines.

Creative advertising mock-ups must be approved by CCT prior to being produced or scheduled for final production. A minimum of five (5) working days is required for this approval.

CCT marketing logo does not need to be part of the ad. Please review the Credit & Publicity Kit for additional requirements.

**ELIGIBLE
APPLICANTS &
REQUIRED MATCH**

- Non-profit single entities: require 30% match
- For-profit entities: require 60% match

**ELIGIBLE EXPENSES
OR ACTIVITIES FOR
FUNDING**

The Magazine-Style FSI grant funds can be used for the following:

- Media purchase costs for the Magazine-Style FSI newspaper advertisement(s)
 - o Spring/Summer 2011 edition and/or Fall/Winter 2011 edition
 - o Full page, half page, quarter page or eighth page advertising space
 - o iBrochure

No other expense or activities related to the Magazine-Style FSI co-op can be reimbursed. Advertising space is not transferable.

**MAXIMUM GRANT
REQUEST**

\$35,372 is the maximum request for grant funds under this project for non-profit entities including the optional iBrochure.

\$34,222 without the iBrochure

\$27,930 is the maximum requests for for-profit entities.

\$26,996 without the iBrochure

DEADLINES

Applications must be received by CCT no later than January 5, 2011.

VENDOR CONTACT

Applicants must contact sales representative for availability, advertising rates and to contract for media.

Pati Flannery
Associate Producer
Madden Media
Phone: 708-386-6062 or 773-343-8329 (cell)
E-mail: pflannery@maddenmedia.com

OR

Jim Gillespie
Regional Account Manager
Phone: 978-887-1211 or 978-500-7391 (cell)
E-mail: jgillespie@maddenmedia.com

ONLINE ADVERTISING CAMPAIGN FACT SHEET

DESCRIPTION

A new online advertising project is offered for 2011 that will provide Connecticut's culture and tourism partners impactful online marketing utilizing three important synergistic tactics: email marketing; paid search advertising; and cost-efficient banner display ads on a variety of targeted premium websites. The integrated campaign showcases industry partners at a fraction of the cost you could secure on your own and provides powerful branding and results to you and Connecticut's travel and tourism offerings.

The co-op package includes all three elements and will deliver visitors to their respective destinations, attractions, etc. This approach will allow the participants to connect with known prospects (email), search driven prospects (utilized by over 80% of those planning to travel) and contextual display/banner (raising awareness of CT tourism options).

Each partner can select the spring flight and/or fall flight to coincide with and leverage other Cooperative Marketing Grant projects in the marketplace. Each flight will have the following deliverables:

- An email marketing campaign (2-4 promotional mailings) to 175,000 of CTvisit.com's most active opt-in subscribers. Each mailing will include a seasonally relevant message about visiting Connecticut and an individual message from each of the co-op participants. Each co-op participant will also have a link connection to a landing page of their choice;
- A paid search marketing program will deliver a guaranteed number of clicks to a co-op partner landing page. The landing page will have rotating images of co-op participants and descriptions accompanied with link connections to a landing page of their choice.
- A contextually driven "banner/display" advertising program utilizing the most advanced technology will guarantee that the advertising will be placed by specific "relevant" content related to project partners and travel to Connecticut. The banners will feature core benefits, a strong call to action and will include partners in the animated "Flash" ad format. The banner/display advertising will be focused on having viewers click through to the co-op landing page (described in paid search deliverable).

The media vendor will provide a turn-key program including: media site research, placement and tracking; ongoing media optimization; sales outreach and service support for industry partners; creative development and coordination, programming and execution; and individualized reports to participating partners.

MEDIA TARGETS

The media plan will be tailored to reach geographic target markets relevant to Connecticut travel and tourism. In general, targeting will reflect: greater NY/NJ metro area and CT drive markets; ages 25-54+; household income (HHI) \$80,000 plus; women as travel planners.

The spring/summer flight will run for approximately 8 weeks beginning in May through July reaching family travelers (ages 25-44, with children), adult travelers (ages 25-34, no children) and empty nesters. The fall flight will run for approximately 4 weeks from mid-September through mid-October reaching adult travelers and empty-nesters. Actual number of weeks will depend on participation levels and available media inventory.

Paid search and banner ad placement will be optimized based on the specific partners that participate in each flight. Contextual banner display advertising will be optimized frequently with key placements on a variety of premium websites. Target site list for

**MEDIA TARGETS
CONT'D**

banner/display advertising includes sites such as, but not limited to: USA Today, New York Times, Facebook, Newsday, Wall Street Journal, Weather Channel, Food & Wine, and About.com. More important than the titles however, ads will only appear on page content that is relevant to your best prospective visitors.

The program will bring very specific performance goals/guarantees to co-op participants based on the number of partners participating in each flight and the resulting media purchase budget. Base level (minimum 6 partners per flight) guarantees:

- eMail Marketing: A guaranteed quantity of converted travel parties to Connecticut from CTvisit.com's proven list of 175,000 and shared exposure for each partner in each CTvisit.com eNewsletter. Spring/summer program – 535,000 email impressions; fall program - 350,000 email impressions;
- Paid Search: A guaranteed number of visitors to the co-op landing page including each partner. Those prequalified visitors will not be less than 25,000 for the spring/summer program and 12,500 for the fall. Actual projections are double the guaranteed levels;
- Contextual Banner/Display: A guaranteed number of impressions within ads equating to the impression totals divided by the number of partners. Spring summer program – 300,000 minimum exclusive online banner impressions; fall program – 200,000 minimum exclusive online banner impressions. The display campaign will also drive additional traffic to the co-op landing page as added value for each partner.

CREATIVE

The vendor will design and layout the creative for the banner display ads and landing pages using materials and information supplied by each partner and Connecticut's brand guidelines. Partner ad units appearing in email newsletters and landing pages will be developed by the vendor with partner approval. CCT reserves the right to approve online banner ads that include partner images. Several banner display ad creatives will be used based on themes driven by participating partners.

**ELIGIBLE
APPLICANTS &
REQUIRED MATCH**

- Non-profit entities: require 30% match
- For-profit entities: require 60% match

**ELIGIBLE EXPENSES
OR ACTIVITIES FOR
FUNDING**

A minimum of 6 (six) partners is required for each flight. The spring/summer package partner fee is \$10,000 (net). The fall package partner fee is \$5,000 (net).

The cooperative grant funds can only be used for the online advertising co-op partner fee for the Spring/Summer 2011 and/or fall 2011 flights. No other expenses or activities related to the online advertising campaign can be reimbursed.

VENDOR CONTACT

	Grant requested funds for Non-profit entity	Grant requested funds for For-profit entity
Spring/Summer 2011	\$ 7,692	\$ 6,250
Fall 2011	\$ 3,846	\$ 3,125
Spring/Summer & Fall 2011	\$ 11,538	\$ 9,975

DEADLINE

Applications must be **received** by CCT no later than 4:00 pm on or before January 5, 2011.

VENDOR CONTACT

Applicants must contact the sales representative for availability, advertising rates and to contract for media.

Vendor – eBrains, inc.
Larry Dickerson
Phone: 248-613-1984
Email: larryd@destgroup.com

OR

Renea Dettman
Phone: 608-838-9433
Email: RDettman@ebrainsinc.com