

III. Project Description (60 points)

Eligible advertising:

Print media (newspaper and magazines) – Please include the name and location of the print medium, specific insertion dates of the ad (do not clump insertion dates such as Feb-April), and size of ad.

Radio – List the name and location of the radio station, the air dates (do not clump insertion dates in to months such as Feb-April), and the length as well as the frequency. (If exact dates/times of radio buys are not confirmed, please include a tentative schedule.)

Television – Include the name of the station, location, dates ad will run (do not clump insertion dates into months such as Feb-April), and length of ad. (If exact dates/times of television buys are not confirmed, please include a tentative schedule.)

Billboards – List the vendor, the number of billboards, dates the billboard will post and where they will be located.

Online advertising – List the vendor's Web site and the dates the ad will appear.

(20 points) Describe what advertising you will place (from the above list) and what your advertising will promote. Attach a copy or mock up of the ad (for print publications, online and billboard) or ad copy/script (for broadcast). Print ads (magazines and newspapers) must include a reference to traveliowa.com. Electronic ads (television and radio) must verbally credit the Iowa Tourism Office for the cooperative effort. Billboards are not required to include traveliowa.com. A reciprocal link to traveliowa.com and your Region Web site must be included on your Web site.

(20 points) Describe how this cooperative advertising relates to your overall tourism marketing efforts. Include how the advertising will reach your target market and audience and how your other marketing efforts will compliment the cooperative advertising.

(20 points) Describe how you will track and measure the effectiveness of your advertising; this information is required for your post-advertising report. (Examples of tracking might include the number of inquires received, web site user sessions, guest book signatures, etc.) A report to your Region will be due 60 days after the placement of the ads.

IV. Project Budget (15 points)

List placement costs and the estimated amount for each vendor. Attach and number a quoted estimate or bid for each item. Design and production costs are not eligible.

| <u>Media/Vendor</u> | <u>Amount</u> | <u>Attachment #</u> |
|---------------------|---------------|---------------------|
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List the source(s) of local cash match funds. Attach a letter of intent from each local funding source indicating the dollar amount committed to the project. If your organization is providing the cash match, a letter from your organization must be attached. In-kind match is not eligible.

| <u>Source</u> | <u>Amount</u> | <u>Attachment #</u> |
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V. Requirements

I agree to complete and pay for the project between July 1, 2008 and June 30, 2009. All reimbursement forms, including invoices and proof of payment, will be submitted to my Region office by Monday, July 13, 2009.

I agree that the local match will be in cash and have attached information to show the source of those funds.

I agree that the grant funds and local match will be used for advertising placement costs.

I verify that I have submitted 12 sets of my application materials and each set includes:

- Completed application form.
- Mockup or copy of print ad or billboard. Show how traveliowa.com will appear (for magazines and newspapers)
- Copy of the script (for television and radio) indicating how the Iowa Tourism Office will be credited.
- Estimated quotes for advertising.
- Signed letters of intent from funding sources showing their commitment.
- I have included a link to traveliowa.com and my Tourism Region on my Web site.

I certify that the information contained in and with this application reflects the purpose and activities of the out-of-state cooperative advertising. I agree and will comply with the requirements listed in the application.

Name: _____

Signature: _____

Date: _____

Completed applications must be submitted by 4:30 p.m. on Wednesday, April 30, 2008 to:

Out-of-State Coop Grants
Iowa Tourism Office
200 East Grand Avenue
Des Moines, IA 50309

FY09 Out-of-State Cooperative Advertising Grants

Deadline: Applications must be received by 4:30 p.m. on Wednesday, April 30, 2008. Applications are not accepted by fax or e-mail. Applications must be delivered in person, by mail or courier to the Iowa Tourism Office, 200 East Grand Avenue, Des Moines, IA 50309.

Eligible Applicants: A member of the Western, Central or Eastern Iowa Tourism Region in good standing. The county where the applicant is located must also be in good standing with the Region.

An organization may only submit one application for out-of-state advertising, either individually or as a partner in a joint advertising project. All applicants in a joint advertising project must meet the eligible applicant criteria.

Use of Funding: The funding may be used to place advertising in newspapers, magazines, radio, television, billboards or online. The advertising must be placed in a targeted market of the Iowa Tourism Office and appear between July 1, 2008 and June 30, 2009. Targeted markets include Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota or Wisconsin.

Eligible Expenses: The only expenses eligible for the grant are advertising placement costs (design and production costs are not eligible). Quoted bids or estimates must be attached to the application. Iowa Tourism Office and Tourism Region cooperative advertising options are not eligible projects for this program.

Sample of Advertising: A “mock up” of print ads and billboards, or script for the electronic ad must be submitted with the application. A print ad (newspaper or magazine) must include a reference to traveliowa.com and electronic ads (radio or television) must credit the Iowa Tourism Office for the cooperative effort. Billboards are not required to include traveliowa.com. A link to traveliowa.com and your Tourism Region Web site must be on your Web site and any other Web site shown in your ad.

Minimum/Maximum Grants and Local Cash Match: The minimum grant is \$5,000 and the maximum grant is \$10,000. Local cash match must be at least 50% of the total project cost. Signed letters of intent must be attached to show the source(s) of the local cash match.

Format: All applications must be typed and follow the format of the application. Quoted estimates/bids, letters committing cash match and a sample of the ad must be attached to the application. A total of twelve (12) copies of the application and attachments must be provided. Do not submit your application in a binder or folder.

Contract Agreements: Successful applicants will contract with their respective regional organizations (WITR, CITR, EITA) for cooperative advertising funding. Grants are on a reimbursable basis and reimbursements will be made after the ads appear and proof of payment is submitted.

Reports: A written report must be submitted to the Tourism Region of which you are a member within 60 days of the placement of the advertising summarizing the results of the out-of-state advertising placement. The report should include how you tracked and measured the effectiveness of your ad and your return on investment. Tearsheets from magazines and newspapers, affidavits and a copy of the spot for broadcast ads, screen shots of online ads or a proof of posting photo for billboards should be attached to your report.

Review Committee: The review committee will consist of members in good standing from the Western, Central and Eastern Iowa Tourism Regions as well as a representative from the advertising agency of record of the Iowa Tourism Office.

The review committee will read and score all of the applications received and make recommendations to the Iowa Tourism Office on the applications to be funded. The Iowa Tourism Office will contract with the Western, Central and Eastern Iowa Tourism Regions to provide funding to the successful applicants.

Applicants submitting a grant request are not eligible to serve on the Review Committee.

Evaluation: Incomplete applications will be disqualified. Advertising has to be placed in an out-of-state market targeted by the Iowa Tourism Office. Advertising has to appear between July 1, 2008 and June 30, 2009. Local match must be cash.

Notification: The Western, Central or Eastern Iowa Tourism Region will notify successful applicants by May 30, 2008. The Tourism Region will prepare contracts with the successful applicants for funding.

Questions?

Your Region director is available to answer questions about the application process. Samples of successful applications are available for review.