

2018-19

EXPLORE

MINNESOTA

MEETINGS & CONVENTIONS AND

SPORTS MARKETING PARTNERSHIP

PROGRAM GUIDELINES

PURPOSE STATEMENT

Support the Minnesota tourism industry in the promotion of Meetings & Conventions, and Sports-related travel to and within the state of Minnesota.

GOALS

- Elevate the visibility of Minnesota and Minnesota communities to meeting and sports industry influencers.
- Promote Minnesota as a vibrant place to conduct business for the meetings & convention and sports industries.
- Increase the number of resident and non-resident travelers to our state for the purpose of meetings, conventions and sports.
- Develop and promote industry partnerships to expand messaging and reach.
- Generate increased sales tax revenue from targeted travelers.

MARKETING PARTNERSHIP FUND TYPES

These marketing partnership funds are for the purpose of trade-facing activities supporting the promotion of meetings, conventions (planners) and sports (event rights holders) in the following categories:

- **US & International Trade Shows** (and related events) focused on meetings & conventions and sports marketing
- **Public Relations Campaigns and Activities** with focus/target to the meetings & convention or sports industries
- **Trade Advertising** for the promotion of meetings, conventions and sports

ELIGIBILITY AND FUNDING REQUIREMENTS

ELIGIBILITY: Minnesota non-profit organizations whose primary purpose is tourism promotion or have tourism marketing as a major component of their programming, as defined as Minnesota convention and visitors bureau or chamber of commerce. This includes a statewide organization representing a single facet of the travel industry or a local organization representing all facets of the travel industry designated as the primary tourism promotion organization for a city or community, with the ability to accommodate the target market.

ALL MARKETING PARTNERSHIP FUNDS AWARDED UNDER THIS PROGRAM ARE CONSIDERED MULTI-COMMUNITY PROJECTS. **These are projects that include three or more eligible organizations partnering together.** One community submits a request and lists each participating community with a breakdown of each community's cash match percentage. Community cash must be in equitable amounts. Only one partnership will be allowed per partner group, per activity.

LOGO REQUIREMENTS

A current Explore Minnesota logo must be used in all marketing partnership programs. For example, logo inclusion in all print or digital advertising, on trade show booth build or event materials. Digital advertising should include a link to exploreminnesota.com.

In addition, all partners are required to add a current Explore Minnesota logo with a link to exploreminnesota.com on the homepage of their website, as well as associated pages focused on meetings & conventions or sports, as appropriate. Failure to include a current Explore Minnesota logo in partnership marketing projects will result in the cancellation of state funding for the project. In addition, if a current Explore Minnesota logo is omitted from the homepage of the partners' website, the entire contract will be cancelled.

MATCH REQUIREMENTS

All projects are required to match state funds 2:1. For example, a project funded at \$1,000 from Explore Minnesota would require partnership cash contribution of \$2,000 shared between multiple communities.

FUNDING LIMITS

- A maximum of \$15,000 per multi-community application, per activity.
- Final funding for partnerships are dependent upon number of requests received and amount of funding available.

APPLICATION DEADLINES

- Applications will be accepted and evaluated on an ongoing basis. Applicants will be notified within 3 weeks of application receipt.

ELIGIBLE USES UNDER THE MARKETING PARTNERSHIP PROGRAM INCLUDE:

TRADE SHOW SUPPORT

Applicants must be Minnesota convention and visitors bureaus or chambers of commerce with facilities, transportation and lodging capabilities to host regional, national, or international meetings and conventions or sports competitions.

ELIGIBLE EXPENSES FOR ALL TRADE SHOWS AND RELATED EVENTS

Registration fees (for up to three people) and/or rental space, utilities, furniture rental, carpet and cleaning costs at shows, booth rental, electric, wi-fi or other pre-approved tradeshow services.

In addition, sponsorship fees for a qualified Meetings & Conventions or Sports Marketing trade show that offers additional visibility or recognition for sponsors prior to and at the trade show are also eligible if they are not part of a co-operative effort or other EMT promotion.

Commitments for trade show registration can be made prior to the contract effective date, however, invoices for payment from partners' representative organization will not be paid if attached vendor invoices are dated prior to the date of the fully executed contract. Funds are released after services are received and an invoice for payment is submitted.

Client receptions and related events may be eligible to receive marketing partnership funds.

INELIGIBLE EXPENSES

- Travel expenses
- Shipping costs
- Alcohol
- Clothing
- Lodging – if lodging is included in the registration fee, the value of the lodging must be deducted from the registration cost as it is not eligible
- Any show or event attended by, funded or sponsored by Explore Minnesota

PUBLIC RELATIONS CAMPAIGNS AND RELATED ACTIVITIES

Costs incurred in the planning and implementation of an overall public relations plan with an execution facing the audiences of Meetings & Conventions industry planner or Sports organizer/Events Rights Holders.

Project must be done by an outside vendor. Explore Minnesota must be recognized in all materials and press releases.

Explore Minnesota must approve the public relations campaign plan in advance of execution.

ELIGIBLE EXPENSES

Hiring a PR firm to assist with the following duties:

- Identify media trends, consumer interests, target markets/media outlets
- Editorial calendar development and outreach
- Crafting and distribution of approved press releases and wire releases
- Development of long- and short-lead pitches

INELIGIBLE EXPENSES

- Consumer-facing plans
- Travel expenses
- Shipping costs
- Gifts

MEASUREMENTS REQUIRED

- Reimbursement request form
- Copy of vendor invoice
- Screenshot of partners' website homepage with a current Explore Minnesota logo and a link to exploreminnesota.com
- Copy of public relations campaign plan
- Copy of public relations deliverables

TRADE ADVERTISING

Media costs for print, freestanding inserts (FSIs), digital and other advertising. Costs for ad creation are eligible as long as an outside professional vendor is used and there is documentation of ad placement.

EXPENSES NOT ELIGIBLE:

- Advertising on exploreminnesota.com
- Internal staff time
- Advertising in materials that are used by your community for consumer inquiry response or ad fulfillment
- Advertising in partners' own community or area in publications or other consumer-facing media including websites, newspapers, television, radio, etc.
- Advertising that is part of the EMT Co-Opportunities program

MARKETING PARTNERSHIP PROCESS

All requirements from previous partnership funding awarded must be up-to-date to receive additional funding.

1. Complete a Marketing Partnership Application.
2. Send signed and completed Application to Lori Peterson (lori.peterson@state.mn.us).
3. Applications will be evaluated on an ongoing basis.
4. Requests are reviewed for compliance and accuracy.
5. Available funds are allocated to eligible organizations and activities based on time and date their application was received and while funds last.
6. Partnership contracts are generated, funds are encumbered and required signatures secured. Work may not begin until the contract is fully executed. The contract becomes fully executed the date the last signature is obtained.
NOTE: Commitments such as ad space reservations or trade show registration can be made prior to the contract effective date, however, invoices for payment from the partners' Representative Organization will not be paid if attached vendor invoices are dated prior to the date of the fully executed contract.
7. Explore Minnesota representative sends applicant the following:
 - An award letter saying funding has been awarded.
 - A fully executed partnership contract and request for reimbursement forms.
8. Organization sends representative the following items within 90 days of each project's end date:
 - Request for Reimbursement Form.
 - Completed Financial Reconciliation form listing all invoices submitted for reimbursement.
 - Valid invoices, receipts and/or canceled checks detailing the partners cash match as specified in the partnership agreement.
 - Summary overview of the event for which the partnership funds were used and the expected results.
 - An original copy, screenshot or tear sheet of the ad or other supporting materials showing that an Explore Minnesota logo was included and screenshot of the partners' website homepage with link to exploreminnesota.com
9. Once reimbursement of funds have been approved, a state check or automatic deposit is processed within 30 days.
10. IRS rules require government entities to file 1099-G forms for certain government payments including taxable grants. Minnesota Management and Budget will issue 1099-G forms for all marketing partnership contracts. Please check with your organization's tax expert to determine what, if any, effect this may have on your IRS filing.

CHANGES/AMENDMENTS

Any request for a change in the original contract must be done in advance of the project deadline, in writing. A contract amendment must be written and required signatures obtained for any changes other than advertising dates with the same vendor. Requests are considered on a case-by-case basis. The change cannot be made until the amended contract is fully executed and is limited to circumstances such as situations where the project vendor defaults on their obligation or does not publish.



2018-19 EXPLORE MINNESOTA TOURISM MEETING-CONVENTIONS-SPORTS MARKETING PARTNERSHIP APPLICATION

Complete this application and return it to Lori Peterson @ Lori.A.Peterson@state.mn.us

Partners' Representative Organization: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

State Vendor Number (SWIFT): _____

Contact: _____ Title: _____


E-Mail: _____

Phone: _____ Fax: _____

Partnership funding limit is \$15,000 per partner group, per activity and/or event.

Payment will be made to Partners' Representative Organization.

Match Requirements: All projects are required to match state funds 2:1. For example, a project funded at \$1,000 from Explore Minnesota would require partnership cash contribution of \$2,000 shared between multiple communities.

Logo Requirements: A current Explore Minnesota Logo  must be used in all marketing partnership programs as well as featured on each partners homepage of their website, as well as associated pages focused on meeting & conventions or sports, with a link to exploreminnesota.com

For example; logo inclusion in all print or digital advertising, on trade show booth build or event materials. Failure to include a current Explore Minnesota logo in partnership marketing projects will result in the cancelation of state funding for the project.

All Marketing Partnership Funds Awarded under This Program Are Considered Multi-Community Projects. These are projects that include three or more eligible organizations partnering together. Community cash must be in equitable amounts.

Activity/Event Name: _____

Date: _____ Location: _____

Description of activity/event: _____

Target Audience: _____

Funds requested to be used for: _____

Total anticipated cost (qualifying expenses): _____

Total funding request amount (1/3 cash match of eligible expenses): _____

Project must include three or more eligible organizations partnering together. Please list all participating organization and equitable percentage % of match per organization

1. Organization Name: _____ % of Match _____

2. Organization Name: _____ % of Match _____

3. Organization Name: _____ % of Match _____

4. Organization Name: _____ % of Match _____

1. Organization Name: _____ % of Match _____

Authorized Signature: _____ Date: _____



Explore Minnesota
121 7th Place East, Suite 360
St. Paul, Minnesota 55101
USA

exploreminnesota.com/industry-minnesota