

Joint Effort Marketing (JEM) Application

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Overview

Keep in mind when submitting your application that if your application is approved, the Department of Tourism can reimburse for expenses incurred 90 days after the application is received. For example, if you want to begin running JEM-funded advertisements to promote your project on Nov. 1, submit your application by Aug. 1. Please enter the date(s) of the project/event/campaign to determine if your project is compliant with the 90-day rule.

* Enter the dates of the project/event/campaign or use the calendar to select dates:

Event Start Date

through

Event End Date

* What JEM category are you applying for?

- ☐ Destination Marketing
- ☐ New Event
- ☒ Existing Event
- ☐ One-Time, One-of-a-Kind
- ☐ Sales Promotion

An Existing Event application requires new advertising (geographic, demographic or new media) and you must include a list of the previous year's advertising with your application. Justify the use of new advertising by showing a substantial increase in visitor expenditures.

* Project Year

- ☐ 1
- ☒ 2

Name of the Event

* Name of the Event/Campaign

Error: Name of the Event/Campaign is required.

* Description

Provide a one or two sentence summary of the event and goals. Please include the dates of the event and where the event will take place. You'll be able to tell us more in future steps

Provide a one or two sentence description of the project and goals.

Error: Description is required.

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Advertising Agency and Contract Signer

Name of advertising agency (if one is being used)

Advertising Agency

* Contract Signer

Contract Signer

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Detailed Description

Please provide a detailed description of the event as the visitor would experience it.

* Detailed Description

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Promotion Plan

What is your plan for promoting your campaign? What types of marketing and public relations tools are you using? Please include target markets. How does this promotional plan reach the target markets?

Marketing Plan

What is your plan for promoting your campaign? What types of marketing and public relations tools are you using? Please include target markets. How does this promotional plan reach the target markets?

Please give a brief description of your promotional plan from Year 1 or Year 2 and the results and lessons learned. How are you adjusting your plan to improve?

Marketing Plan Adjustments

Please give a brief description of your promotional plan from Year 1 or Year 2 and the results and lessons learned. How are you adjusting your plan to improve?

How does this align with Tourism's Statewide Marketing Plan?

Marketing Plan Alignment

How does this align with Tourism's Statewide Marketing Plan?

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Goals and Support

Please describe your measurable goals and how they will make a positive economic impact.

* Project Goals

Please describe your measurable goals and how they will make a positive economic impact.

Are there other resources, such as earned media, donated advertising, other grants, etc. that are being secured for this campaign? How will this campaign be self-sustaining within three years?

* Additional Support

Are there other resources, such as earned media, donated advertising, other grants, etc. that are being secured for this campaign?

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Data Collection and Tracking Plan

Every year, the Department of Tourism is required to report out the economic results of JEM grant funded projects. The visitor spending generated by your project is the State's return on investment (ROI).

Typically, JEM recipients measure visitor spending results. This can be done by by counting all visitors/attendees and surveying a representative sample. Your goal should state how many visitors/attendees your promotion will attract ([Tracking Expenditures](#)).

* Success Tracking

How will you track the success of your promotional plan and collect the needed information for reporting the final results? How will you track the number and type of visitors to your event?

How will you track the success of your promotional plan and collect the needed information for reporting the final results? How will you track the number and type of visitors to your event?

The Department owns research that determines the average daily expenditure for leisure day trippers and overnighter visitors. Currently, those figures are \$75 per day tripper and \$219 per overnight visitor. Please estimate the attendance number for each of the following.

* **Local attendees:**

* **Non-local overnight attendees:**

* **Non-local day trip attendees:**

Total visitor expenditures:

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Promotional Expenses

Enter a list of advertising items for your event or promotion. Select the type of media for the item(s). Provide a brief description—the name of the item(s), the number of ads and run dates in the description field. Put the total cost of the item(s) in the Budgeted Total field. If you plan on having the grant reimburse all or part of the item, fill in the Budgeted Reimbursable field with the reimbursable amount.

Eligible items for reimbursement include email marketing campaigns, magazines, newspapers, radio, TV, Internet, direct mail, PR/media kits, influencer marketing and billboards.

Examples of expenses JEM will not reimburse include operational costs (staff salaries, travel costs, facility rental, insurance, year round travel/destination guide, etc.), local advertising, posters and flyers that are not direct-mailed, or street banners.

Note that in year one, JEM may reimburse up to 75 of the total promotional budget may be reimbursed.

Expense Items

MEDIA TYPE	DESCRIPTION	BUDGETED AMOUNT	GRANT AMOUNT
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New

Total Budgeted Amount: \$ 0

Total Grant Amount: \$ 0

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Operational Expenses

Enter a list of items for the project's operational budget

Expense Items

DESCRIPTION	AMOUNT
-------------	--------

New

Total Operational Expenses: \$ 0

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