



**TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT
FY 2016-2017 DEVELOPMENTAL CO-OP APPLICATION**

Due by: July 22, 2016; 2 p.m. (CST)

GENERAL INFORMATION *(all fields required)*

Date:

Name of the requesting organization:

Name of the project:

Name and title of the authorized applicant:

(If other members of your organization should be copied on future correspondence, please note that here. Also, please note any special communication requests for future correspondence, including the award notification information on Aug. 23, 2016.)

Mailing address of the requesting organization:

Physical address (if different than the mailing address):

Telephone number of the requesting organization:



Email address of the authorized applicant:

Partner Website URL(s):

Partner social handle(s) and specific #tag(s):

(Please list the handle(s) with the corresponding social network, i.e. Facebook: @tnvacation.)

Non-profit status:

Yes, the organization has non-profit status.

No, the organization does not have non-profit status.

Signature/Date of the Authorized Applicant:

X _____

BUDGET OVERVIEW

Yes, I agree to 50-percent financial participation.

(In-kind matching is not eligible.)

Organization's total marketing budget for FY 2016-17:

(Please note if you are on a calendar or fiscal year model.)



Total budget for the proposed project:

Developmental Co-op funds requested:

Do you plan to request/receive funding for this project from any other state or federal source? This must be disclosed on the application. If yes, please describe:

PROJECT DESCRIPTION

Please give a summary description of the proposed project:

How will this project support the Tennessee Tourism brand by helping to develop and support “The Soundtrack of America. Made in Tennessee.” message?

To learn more about “The Soundtrack of America. Made in Tennessee.” message, and how you can leverage campaign assets, visit <http://www.tnvacation.com/mit-toolkit>.

Who is the target audience for the proposed project?

What are the target markets for the proposed project?

How will the project be distributed or communicated to the target audience? (i.e. email, brochure, visitor center, social media, etc.)



What are the key performance indicators (KPIs) for this project, and what will you be providing back to the state to show its performance? Please include the methods of measurement. (TDTD will assess each project and provide additional measurement requests, as needed.)

What is the projected return on investment (ROI) for this project?

What will you provide back to TDTD to verify completion of the project?

(i.e. invoices, screenshots, brochure, etc.)

Start and completion dates for this project:

(Must be complete by 3:30 p.m. (CST), April 30, 2017)

Will you need any assets from TDTD to complete your project?

“The Soundtrack of America. Made in Tennessee.” logo, style-guide and campaign assets can be found on <http://www.tnvacation.com/mit-toolkit/>.

Mandatory deliverable checklist attached.



MANDATORY PARTNER REQUIREMENTS:

In order to participate and be reimbursed for the 2016-17 Developmental Co-op, each partner will be required to adhere to mandatory deliverable requirements regarding their own marketing efforts in support of TDTD. The requirements are listed below, and we request that they either be implemented or the dates of implementation be provided by **Nov. 30, 2016**.

All required assets or deliverables should be sent to the following:

Email: Carrie.Roberson@tn.gov, CC: melanie.beauchamp@gmail.com
Subject Line: 2016-17 Developmental Co-op –
[Partner Name] Mandatory Requirements

-or-

Mail: Tennessee Department of Tourist Development
Attention: Carrie Roberson, Developmental Co-op
William Snodgrass/Tennessee Tower
312 Rosa L. Parks Avenue, 13th Floor
Nashville, TN 37243

- Updated/current contact list for key personal within the organization – please provide an excel spreadsheet with the individual’s name, title, phone number and email address
- Marketing plan for the organization, which includes the proposed project
- Organization’s current logo file – jpg, eps, png – provide preferred specs – b/w, color
- Confirm industry partner page is up to date on www.tnvacation.com
- Logo on partner’s homepage with click-through link to [tnvacation.com](http://www.tnvacation.com)
 - o (Logo can be downloaded at <http://www.tnvacation.com/mit-toolkit>)
- Social deliverables (proposed by applicant), may include mentions, re-tweets, etc. #madeintn @tnvacation



- "The Soundtrack of America. Made in Tennessee." ad in the organizations brochure/visitor guide

- Status update on where project(s) stand