**2022 Tourism Marketing Co-Op Partnership**

*Explore Altoona*

May, 2022

Organization Name:

Contact Name & Title:

Email Address:

Phone:

Mailing Address:

City: Zip Code:

Please indicate the **legal name of the organization and the organization’s tax EIN:**

Legal Name: EIN:

**Required Criteria & Guidelines**

1. Organization must be a current partner of *Explore Altoona* in good standing located in Blair County.
2. Organization must be a bona fide 501 (C3) not-for-profit as determined by the Internal Revenue Service **OR** an organization that qualifies for a deductible contribution using IRS rules. (This revised eligibility was introduced in 2011.)
3. A copy of the co-op partnership award applicant’s Internal Revenue Service tax ID number must be provided with this submission.
4. The maximum co-op partnership award allocation for each successful applicant organization is $4,000.

**Requirement for Co-Op Partnership Award Recipient Organizations**

**Within the genuine sense of collaboration and cross-promotion in potentially generating overnight hotel stays, co-op partnership award recipient organizations must publicly acknowledge financial support of the award from *Explore Altoona* by listing on any print collateral and on the organization’s web site home page the specific narrative,**

**“For overnight lodging and other things to do, please visit** [**www.explorealtooona.com**](http://www.explorealtooona.com)**,” with a direct link to the *Explore Altoona* site.**

**Partnership Selections**

* Gannett Media, a division of USA Today
* Exclusive specifically targeted e-blast $1,250/e-blast \_\_\_\_\_
	+ 10,000 email addresses among 400 zip codes
	+ Related re-targeting
	+ Up to 3 photos and 500-word narrative
* Nova 6 Videography Production
	+ 30-second video $ 750 \_\_\_\_\_
	+ 15-second video 500 \_\_\_\_\_
* Gannett Media, a division of USA Today
	+ Video on demand – OTT video\* $ 500 \_\_\_\_\_

\*Incorporated within Explore Altoona’s $95,000 year-long campaign with Gannett

**Total Co-Op Partnership Opportunity** (not to exceed $4,000) \_\_\_\_\_