

# Small Community Tourism Co-Op Advertising Program

Southeast Idaho High Country Tourism (HCT) has co-op money available for the development of small community tourism advertising projects that meets the requirements of the Idaho Travel Council (ITC) grant program.

Southeast Idaho High Country funds may provide up to 50% of the cost of the advertisement project, with the remaining money coming from the community, not to exceed the maximum amount in guidelines below. Communities that meet the cash match requirements are eligible to participate in the program.

The following must appear on the advertising piece:

- For Print - The HCT logo must appear with the HCT's website [www.idahohighcountry.org](http://www.idahohighcountry.org) (will provide logo when approved for funding). The ITC logo must also appear. Visit website for downloadable approved state logos at: <https://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos/>
- For Radio – The visit [www.idahohighcountry.org](http://www.idahohighcountry.org) wording must be said in the script including Idaho State credit <https://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos/>
- For Online and Website – Your website must have [www.idahohighcountry.org](http://www.idahohighcountry.org) website on the home page with a direct link to website.

Contract or agreement with the advertiser must be submitted and approved by HCT if not held by HCT. The contract can be between HCT and the advertiser but not necessary. Submit a camera-ready picture of the ad to HCT for review and approval prior to publication or funds will not be awarded. Upon approval from ITC and HCT, the ad then can be sent to advertiser for publishing. After project is completed submit an invoice to HCT for the approved amount for the project along with a copy of the advertiser's invoice, a copy of the ad or project and a copy of the check you paid to the advertiser. HCT will reimburse the amount that was approved. High Country Tourism Attn: Destiny Egley, PO Box 669, Lava Hot Springs, ID 83246 or [destiny.egley@lava.idaho.gov](mailto:destiny.egley@lava.idaho.gov)

## **SMALL COMMUNITY TOURISM CO-OP ADVERTISING REQUEST GUIDELINES**

In addition to the Idaho Travel Council guidelines and requirements for advertising, HCT has the following requirements for funding for co-op partners.

1. Any Southeast Idaho Region 5 community may submit and request a tourism-based advertising project on behalf of the entity requesting funding of no more than \$2,500 per year. Requests must be submitted and approved by your local HCT member within your community.
2. Requests must be submitted to HCT by the January meeting each year unless the Council designates another date upon request on an as needed basis.
3. Requests must be tourism related creating heads in beds within your community and done outside of our region. Print, Radio & Online Advertising, Event promotion, including co-op advertising with HCT etc. in any media that best fits your community's needs.
4. The community/organization must be able to provide up to 50% of the total cost as cash match.
5. The following information must be provided in the request.
  - Name of the organization submitting the request
  - Proposed advertisement piece or subject
  - Publication name
  - Approximate total cost for advertisement
  - Amount requested from HCT
  - Any other information the entity chooses to provide
5. Assurance that the organization can meet all requirements and have the project completed no later than September 30th. In unusual circumstances, extensions may be granted to December 31st upon prior approval.