

AOT's Rural Cooperative Marketing Program

9/1/2022 8/31/2023

AOT's Rural Cooperative Marketing Program is designed specifically for rural destination marketing organizations (DMOs), regional partnerships, statewide tourism associations and tribal entities to participate in.

Through the Rural Cooperative Marketing Program's opportunities, participants can drive visitation to Arizona's rural and tribal destinations. The program features a variety of offerings that include research, strategy, content creation/SEO, SEM, integrated marketing campaigns, online, print, outdoor, and AOT publications and trade & media missions.

The campaign runs from September 1, 2022 to August 31, 2023.

Arizona's rural DMOs, regional partnerships, statewide tourism associations and tribal entities are invited to apply. AOT welcomes regional partnerships between metro DMOs, rural DMOs and Tribes. Qualifying applicants will receive matched rates. Budget allocations are contingent upon AOT's available funding.

FY23 Rural Cooperative Marketing Program

[FY23 Rural Cooperative Marketing Guidelines, Application & Affidavit](#)

[FY23 Rural Cooperative Marketing Presentation](#)

[FY23 Rural Cooperative Marketing Webinar / Zoom Link](#)
[Passcode: ?5^m=fM7](#)

[FY23 Rural Cooperative Marketing Program Selection Sheet](#)

[AOT Explore More Logo \(required on partner creative placements\)](#)



Important FY23 Program Notes:

Program Spending Cap: This year's program spending cap has been increased to \$75,000

[FY23 Rural Cooperative Marketing Program Online Application](#)

[Cover Sheet, Affidavit, Official Action Can All Be Uploaded HERE](#)

[All DMO Designation Material Can Be Found HERE](#)

Who signs the DMO Affidavit?

The designating entity's (the municipality, county, or tribe) authorized signatory. Example: City Manager, Mayor, Tourism Manager, Economic Development Manager, etc.

What is an "Official Action"?

An "Official Action" is a resolution, ordinance, contract or tribal action

Who creates the "Official Action"?

The designating entity (municipality, county or tribe) would initiate the "Official Action"

What needs to be included in the "Official Action"?

Statement of recognition from the designating entity
Signatory authority granted to an individual tied to the designating entity

Submission Deadline:

The online program application must be submitted by **July 29, 2022, 5:00 p.m. PST/MST.**

The selection sheet receipt must be emailed to Jamie Daer at jdaer@tourism.az.gov by July 29, 2022, 5:00 p.m. PST/MST.

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