



LIFE
UTAH
ELEVATED

Cooperative Marketing Grant
Round 2025 Guidelines



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Questions?
uotgrants@utah.gov
[Co-op Webpage](#)



PREPARATION

(1) Background

Purpose

Utah's Cooperative Marketing Grant is a collaborative initiative designed to leverage both state and partner funding to enhance the visitor economy and increase tax revenue. The grant supports destinations in maintaining or expanding their market position through strategic marketing efforts.

History

Established in 2005, Utah's Cooperative Marketing Grant has funded 1,093 applications with a total of \$65,398,453.46, boosting the state's brand to \$130,796,906.92 million in marketing dollars. This program partners the Utah Office of Tourism (UOT) with local tourism organizations, such as convention and visitor bureaus and non-profit events, to enhance visitor spending through competitive match marketing grants.

2025 Funding Breakdown

Current TMPF Funds Available: *\$4,064,560*

Additional Rollover Funds: *TBD*

Non-DMO Funding Available: *Capped at \$750,000*

In-State vs. Out-of-State Marketing

Each entity can apply for up to \$225,000 annually. To ensure that sufficient cooperative marketing dollars are available to Utah's Destination Marketing Organization (DMO) partners, the funding available for eligible non-DMOs is capped at \$750,000.

Entities classified as a Destination Marketing Organization (DMO) may apply **25% or \$50,000, whichever amount is greater**, of their **total project** (Co-op Award + Exact Match, or nearly exact match) to in-state marketing efforts. All other types of eligible applicants may apply **15% or \$35,000, whichever amount is greater**, of their **total project** (Co-op Award + Exact Match, or nearly exact match) to in-state marketing efforts. Expenses exceeding these caps will reduce the award amount. Applicants are required to identify the total amount of their total project (Co-op Award + Exact Match, or nearly exact match) dollars to be spent in-state versus out-of-state on their application and on the final report.

Partnering with DMOs

Nonprofits and events are strongly encouraged to partner with their local Destination Marketing Organization (DMO) to be included in the DMO's overall grant request or to be referred to other applicable grants. At the very least, non-DMO applicants must submit a letter of support from their local DMO or, if no DMO exists, from the County Commission.



One Application per Organization

Effective 2025, each organization may submit only one Co-op application for funding consideration. However, joint applications involving two or more Co-op applicants will be permitted to submit an additional application. Organizations wishing to propose multiple marketing campaigns are strongly encouraged to consolidate them into a single "umbrella" Co-op Marketing Grant proposal.

No single entity may request more than \$225,000 in matching funds.

(2) Eligible & Ineligible Applicants

Eligible Applicants

To qualify, applicants must be cities or counties in Utah, non-profit destination marketing organizations (DMOs), or similar public entities focused on tourism promotion in Utah. They must be exempt from Federal Income Tax under Section 501 of the IRS Code for at least one year. Eligible organizations include DMOs, Chambers of Commerce, Convention and Visitors Bureaus, Regional Tourism Organizations, federally recognized tribes, or public sector entities like events, festivals, associations, attractions, and entertainment venues.

Key requirements include:

- Entities cannot act as fiscal agents for non-qualified groups.
- For applications involving multiple partners, the largest financial contributor must be the primary contact, and the qualified entity must match this contributor's amount. Partnership applications count toward each entity's funding cap.
- Co-op funds cannot be matched with other state funds. Please note that the Utah Sports Commission is NOT an eligible funding partner.
- Applicants must disclose their matching funds and any state support received.

Each organization may submit only one Co-op application for funding consideration; however, joint applications involving two or more Co-op applicants will be permitted to submit an additional application.

Ineligible Applicants

For-profit organizations and individuals are ineligible to apply for this grant and are kindly requested to refrain from submitting applications.

(3) Eligible & Ineligible Projects

Eligible Projects

With the Utah Cooperative Marketing Grant, applicants can select the type of marketing that best suits their area. All marketing projects funded with Co-op dollars must feature either the Utah-Life Elevated official logo.



Examples of Eligible Projects

- Digital Media - PPC, email marketing, connected TV, banner ads, social media
- Print - Fliers, direct mail
- Broadcast Media - Spot and/or CableTV & radio
- Publications - Magazines, newspapers, guides, playlists
- Website - Design or redesign and launch, updates, native content & photography (hosting is not eligible)
- Out-of-Home - Static and/or video ads on gas station TV, digital displays in restaurants, bars and entertainment venues, static gas pump toppers, billboards, buses, posters
- Postage - Postage for new marketing reach only
- Conventions - Promoting attendance of the convention to visitors
- Public Relations- Agency fees, activation costs, and communication plans (excludes any travel expenses)
- Research for effective marketing
- Trade Shows - Registration for one or more staff and booth space rentals for trade shows that broaden the applicant's market reach (**justification for the trade show must be provided in the scope of work section of the application**)

Ineligible Projects Examples

- Activities or materials which violate State or Federal laws
- Administrative costs (i.e. salaries, travel, food and beverages, lodging, gift/awards, web hosting, memberships, or entertainment for personal and/or volunteers of organizations)
- Direct funding to acquire, construct, extend, or maintain a facility
- FAM Tours (i.e. travel, food and beverages, lodging, gifts/awards, or entertainment)
- Interest, reduction of deficits or loans
- Projects already in progress (contract must be signed before beginning the project)
- Scholarships, endowments, or cash awards of any description
- Tangible personal property (i.e. office furnishings or equipment, a permanent collection or individual pieces of art, etc.)
- Event equipment and supplies (i.e. any hard costs such as tents, awards, banners, etc.)

Please keep in mind that the intent is to spend on marketing that brings visitors to your area, not the things they see or get once they are already there.



(4) Matching Funds

UOT will match 50% of the total project cost, with a maximum of \$225,000 in Co-op funds available per entity. All matching funds from a single entity count towards this \$225,000 limit. Each organization may submit only one Co-op application for funding consideration; however, joint applications involving two or more Co-op applicants will be permitted to submit an additional application, though no organization will receive more than \$225,000 in total award monies.

Applicants must match their Co-op request with non-state funds. In-kind gifts are acknowledged but not counted as part of the match. Financial commitment letters must be signed and submitted on the contributor's letterhead.

(5) Deadlines

2025 Guidelines are Released - March 2025 (Partner Newsletter & [Co-op Website](#))
Applicant Webinar - May 6th, 2025 at 1:00 p.m. (Virtual - Details on Website)
Application Opens - May 19th, 2025 at 9:00 a.m. MT
Application Deadline - June 27th, 2025 at 5:00 p.m. MT
Oral Interviews - July 28th-30th, 2025
Awards Announced - August 8th, 2025

APPLICATION & SCORING

(6) Application

Applying Via the Salesforce Portal

In 2023, the Utah Office of Tourism moved the Cooperative Marketing Grant application process to Salesforce, aligning it with other GOEO grants. The application format is similar to what applicants experienced in Simpleview, but the URL and login details have changed. The old Simpleview Extranet link and login credentials will no longer work.

If applicants have applied for a GOEO grant before (like the Utah Outdoor Recreation Grant), they should use their existing login information. New users should select "New User?" to create an account.

Access the application portal at: goed.my.salesforce-sites.com/econ

Introducing the Tri-View

Introducing the [Tri-View](#), a pivotal tool designed to illuminate the interconnectedness of the Cooperative Marketing Grant (Co-op) process. This resource serves as a comprehensive tool for applicants, committee members, and staff, providing a clear and concise understanding of how the grant guidelines, application questions, and evaluation



scorecard work in unison. By visualizing the relationship between these three critical components, the Tri-View clarifies the application process, ensuring transparency and fostering a more equitable evaluation.

For Co-op applicants, the Tri-View is an invaluable asset for crafting stronger, more compelling applications. It empowers applicants to directly align their responses with the grant guidelines, demonstrating a clear understanding of the program's objectives. Furthermore, it reveals how each application question will be assessed and scored, enabling applicants to strategically allocate their efforts and maximize their potential for success. By providing a holistic view of the Co-op process, the Tri-View facilitates a more informed and strategic approach to grant applications, ultimately leading to more impactful and successful marketing initiatives.

ROI and Budget Worksheets

Please note that the (1) ROI Worksheet and (2) Budget Worksheet have been separated into two worksheets to provide clarity for the scoring breakdown. Both must be completed. For the Budget Worksheet, applicants are encouraged to provide a detailed budget breakdown rather than one line item. Applicants must be thorough, as this is a comprehensive budget.

(7) Interview

Purpose

As part of the application process, applicants requesting a cumulative amount of more than \$20,000 are strongly encouraged to participate in an interview with the Co-op Committee. The interview is designed to positively impact the applicant's score, offering an opportunity for the applicant to clarify anything on the application, providing a valuable mentoring opportunity rather than being focused on presentation or "wow" factors. The committee will use this time to discuss project details, provide insights, and support applicants in maximizing their potential for success.

How to Prepare

Applicants should come prepared to give the Committee a five minute overview of their application - keeping in mind that the Committee has already read through the application- and five minutes of Q&A. Questions may pertain to ROI, guideline restrictions, additional clarification, etc.

(8) Scoring Parameters & Process

≥ 70%

Applications must receive a score of 70% or higher by the majority of the committee members to be eligible for funding. Applications receiving an average score of less than 70% will not be considered for funding.



Point System

Applications will be scored based on the following point system:

<p>Scope of Work - 38 points</p> <p>Deliverables & Outcomes - 48 points</p> <p>Budget - 14 points</p> <p>Interview - Additional points possible</p> <p>Total Points Possible - 100 points</p>

Please refer to the [Tri-View](#) for a more detailed breakdown of how questions will be assessed and scored.

Applications \$20K and Under

Utah Office of Tourism staff score and determine the level of funding for applications requesting \$20,000 or less.

Applications Over \$20K

The Co-op Committee reviews and scores qualified applications requesting more than \$20,000.

Additional Review

Entities that receive substantial appropriations from the Utah State Legislature in the same year they are applying for matching Co-op money are subject to additional review and consideration by the Co-op Committee to ensure proposals meet the intent of the program. Please alert the staff by email uotgrants@utah.gov if this is relevant.

(9) Helpful Hints

Start Early

- Gather all the required attachments beforehand to make filling out the application easier; Required attachments include:
 - List of Board Members
 - Federal Tax Exemption
 - Project Budget, ROI and Co-op History (New Required Spreadsheet)
 - Financial Audit/Balance Sheet
 - Letters of Financial Commitment
 - Letters of Project Support

Stay on Track

- Save the application often while working on it.



- Do not submit the application until it's 100% complete as changes can no longer be made once it's submitted.

Leverage the [Tri-View](#)

- Understanding the Co-op guidelines and scoring breakdown as you answer each question will help you craft a stronger application.

(10) Funding Decision

Award Announcement

The Board of Tourism Development's funding decision will be announced at the August board meeting. Details on the Utah Office of Tourism's board meeting dates and locations can be found [here](#).

No Guarantee of Funding

There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding of funds are at the discretion of the Co-op Committee, Board of Tourism Development, and the Utah Office of Tourism and are final.

The Co-op Committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds.

NEXT STEPS

(11) Memorandum of Understanding

If the applicant is awarded less than the original requested amount, they may be required to submit a statement adjusting their scope of work and budget to reflect the amount being awarded.

A Memorandum of Understanding (MOU) will then be issued to all recipients of Co-op funding. Upon UOT's receipt of the signed MOU, it will be submitted for a contract number and will have an ending date of **April 1, 2027 at 5:00 pm MST**. While this is the final deadline, recipients are encouraged to submit their final report upon project completion.

(12) Payment & Reporting

Initial Payment

Payment on the award is made in two installments. For the initial payment, **50%** of the award amount can be invoiced via Salesforce anytime after the MOU has been signed.

Obtaining Branding Approval



All marketing collateral produced by recipients' Co-op projects (**Co-op Award + Exact Match, or nearly exact match**) must feature the state brand.

Recipients are required to submit drafts of said collateral to uotgrants@utah.gov for approval **before** publication or printing. UOT's Grants Specialist will ensure that this step has been followed before reviewing and approving the recipient's final report. See Section 13 (Utah Logo Guidelines) for additional information on expectations regarding the use of UOT's logos.

Progress

In the event that a recipient cannot complete their project as approved, or changes to scope are needed, the recipient is required to notify UOT staff promptly by emailing uotgrants@utah.gov and submit proposed changes or modifications for approval.

Final Payment & Report

The remaining **50%** of the award will be issued when the Co-op recipients have successfully executed the approved project and their final report has been approved by UOT's Grants Specialist. All recipients must complete the final report form in the Salesforce portal by **April 1, 2027 at 5:00 pm MST**. Recipients who have failed to complete and submit their report by April 1, 2027 are not eligible to apply in future funding rounds until the report has been submitted and approved.

(13) Utah Logo Guidelines

The Cooperative Marketing Grant aims to promote both the recipient's project and Utah's brand, which is why UOT's logos must be used in accordance with UOT's [Brand Guidelines](#).

Drafts of all materials produced by the project (Co-op Award + Exact Match, or nearly exact match) require UOT's approval **before** printing or publication. Drafts must be sent to uotgrants@utah.gov. Recipients should allow at least five business days for approval. UOT may deny Co-op funding or logo-use if the content is deemed inappropriate or negative towards Utah. In such cases, denied funds may be reallocated or reduced as necessary.

Recipients should note that UOT reserves the right to use recipients' Co-op marketing collateral in its own marketing and presentations.

Recipients should review UOT's [Brand Guidelines](#) as well as the following sections that pertain to their specific project before beginning project creation to ensure compliance with all branding regulations and expectations.



All Projects - IMPORTANT

All recipients of the Co-op Marketing Grant must display the Utah-Life Elevated logo on their website, linking it to www.visitutah.com. The UOT logo and link should be prominently placed and visible for the entire duration of the Co-op marketing project.

Billboards

Billboards must display the official Utah-Life Elevated logo at a size that is clearly readable to the passing motorist. Applicants must also specify the location and dates of the billboard display.

Digital Ads

Realizing that digital ads are usually too small to include the official Utah-Life Elevated logo, the UOT requires the Utah logo with a link to www.visitutah.com in your application, be included on the landing page linked to the digital ad. Nofollow links are not allowed. Screenshots of the landing pages linked to the digital ads are required for logo approval.

Partner Logos

Logos of applicants and partners (including private businesses) must be declared in the application and approved by the UOT. Logos representing alcoholic beverages, tobacco products, and/or sexually-oriented products and services will not be permitted with the Utah logo.

Print and Publications

All print ads must contain either the Utah-Life Elevated logo. Generally, the size of the Utah logo should be commensurate with the size of the applicant's logo but not less than 1.25" in length as is required in the [Utah-Life Elevated Logo Guidelines](#). Applicants must specify the newspaper/publication name, size of the ad, market reach, and anticipated issue dates.

Press Releases

Press releases related to Co-op projects must feature the state logo.

Radio Ads

Radio ads must constrain the credit line "produced in cooperation with the Utah Office of Tourism." The credit line should take 3 to 5 seconds to pronounce and must be clear and easy for the listener to hear. Applicants must also include market reach and frequency.

TV Ads

The products must display the official Utah-Life Elevated logo for a minimum of 5 seconds, typically just at the end of the ad. The logo must be clearly legible and prominently displayed. Generally, the size of the Utah logo should be commensurate with the size of the partner logo. Applicants must include market reach and frequency.



Websites and Website Content

Websites, as well as website content and articles, created or revised using Co-op dollars must contain the official Utah-Life Elevated logo prominently displayed in a place the web visitor will likely view (homepage) for a minimum of one year. The Utah logo should also link to www.visitutah.com. Native content must also contain the official Utah-Life Elevated logo linked to www.visitutah.com. Co-op funds cannot be used for web hosting or general maintenance. Nofollow links are not allowed.