



## **MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE CO-OP MARKETING GUIDELINES**

*Co-op Marketing is the partnership of two or more parties that wish to share the expenses of a marketing venture. The term "applicant" refers to any organization, business or person requesting a partnership with the Marinette County Tourism Alliance Committee and also the Marinette county Tourism Alliance Committee requesting a partnership with another entity. Contact Marinette County Tourism at 1-800-236-6681 for more information.*

- 1.) The partnership agreement the applicant is seeking MUST benefit Marinette County Tourism. This may be a radio show and/or advertisement, television show and/or advertisement, print advertisement and/or editorial, or other promotional avenues as approved by the Marinette County Tourism Alliance Committee.
- 2.) An applicant or representative of the applicant shall present a comprehensive report to the Marinette County Tourism Alliance Committee on the proposed partnership prior to consideration for a cooperative marketing agreement by MCTAC.
- 3.) If approved, an applicant must provide the written agreement to the Marinette County Tourism Alliance Committee not later than three months BEFORE the any promotional avenue.
- 4.) Complete applicant sponsorship monetary contribution, if required, must be included with the written agreement. For multi-year agreements, funds will be collected/paid as required by the agreement.
- 5.) After receipt of a signed agreement and requisite payment, if applicable, the Marinette County Tourism Alliance Committee will provide payment, as required, and a copy of the signed agreement.



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE CO-OP MARKETING AGREEMENT**

This agreement is a written contract made this \_\_\_ day of \_\_\_\_\_, 2011 between \_\_\_\_\_ and the Marinette County Tourism Alliance Committee. This agreement is for the purpose of sponsoring funds for \_\_\_\_\_.

Detail how the funds will be used (i.e. print advertising in Harbortowns Magazine)

As a sponsoring partner, my responsibilities will be to supply \$\_\_\_\_\_ to the Marinette County Tourism Alliance Committee.

My sponsorships total investment will equal \$\_\_\_\_\_. The Marinette County Tourism Alliance Committee will sponsor \$\_\_\_\_\_, for a total partnership of \$\_\_\_\_\_. I have enclosed a check for \$\_\_\_\_\_.

This co-op agreement is valid for \_\_\_ weeks and will expire on \_\_\_\_\_.

For multi-year agreements, payments are due \_\_\_\_\_.

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

On behalf of the Marinette County Tourism Alliance Committee

**Partner Contact Information:**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E/mail:** \_\_\_\_\_

Marinette County Tourism  
601 Marinette Ave.  
Marinette, WI 54143  
Phone: 715-735-6681; Fax: 715-735-6682  
jdarge@centurytel.net