

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau
Project Name Joint Ventures – MTOT Online COOP
Application Completed by Diane Medler

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Madden Media has been partnering with travel and tourism marketers for 35 years. As a third party media provider, Madden enables tourism promotion agency an opportunity to place interactive banner advertising on a number of travel/lifestyle sites. MTOT is partnering with Madden Media and offering up to five partners per flight an opportunity to provide multiple images and/or video to be placed on an expandable banner.

The final site list has not been determined by Mercury and MTOT at this time, but Mercury is looking for recommendations from the partners and KCVB will send a potential site list to Mercury for inclusion on the final plan.

The Joint Venture with Montana Office of Tourism that we would like to purchase is listed on page 19 of the 2011-12 Co-opportunities that were issued on August 1, 2011. We would like to purchase a package with Madden Media for 11/1-11/30, 2011 for \$5,000. If this joint venture is successful, we would like to purchase a second package for 4 weeks in the spring (dates, TBD) for the same dollar amount.

If we find that the first flight doesn't perform well, we'd like to purchase MTOT's iExplore, co-op listing level #2 for the run dates of 3/1/12-6/30/12 for \$5,000.

**KCVB PROJECT BUDGET FY 12
JOINT VENTURES
MTOT ONLINE COOP**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Creative	\$1,136	+		=	\$1,136
TOTAL	\$1,136			\$0	\$1,136
MARKETING/ADVERTISING:					
Online ad placement	\$11,364	+		=	\$11,364
TOTAL	\$11,364			\$0	\$11,364
REGION/CVB	PROJECT TOTAL		\$12,500	+	\$0
					\$12,500