

2020 ALGV Travel Agency Co-op Marketing Process

Congratulations! You are eligible to apply for ALGV cooperative (co-op) marketing funds.

PROCESS OVERVIEW

Funds Request

1. Review and agree to the [ALGV Cooperative Guidelines and Terms of Use](#). Agencies must review and 'sign' this agreement once per year.
2. Work with your BDM (as needed) to create your marketing plans for the year.
3. Complete the appropriate Travel Agency Co-op Marketing Funds Request Form (which can be found in the anchor store) and submit to TACoop@applelg.net by February 29, 2020, copying your BDM.
 - a. Use subject line: *[ALGV Brand] Funds Request – [agency name]*.
4. All submitted Marketing Funds Request Forms will be reviewed and approved by Monday, March 9.
 - a. All submitted Marketing Funds Request Form must be approved before tactics can be executed.
 - b. Any changes or edits to an approved plan must be submitted to TACoop@applelg.net at least 14 days prior to the tactic's run date. These edits should be made on the same Travel Agency Co-op Marketing Funds Request Form that was originally sent so we can easily track the changes.

Tactic Approval

1. Submit all materials for approval to TACoop@applelg.net prior to running each tactic, using the subject line: *[ALGV Brand] Co-op for Approval – Respond by XX/XX/20*.
 - Please see the chart in the Marketing Details section below for timing.
 - For assistance with ad creative, contact TACoop@applelg.net or visit ALGV360.com for current marketing assets.

Tactic Reimbursement

All co-op funds are eligible for reimbursement **within 30 days after** the execution of each approved tactic.

1. To receive reimbursement for your expenses, please submit the following:
 - An invoice from the company you worked with showing the total cost.
 - *Example: Radio station, newspaper, Facebook, etc.*
 - An invoice showing ALGV's portion up to 50% of total expense. Please include invoice # and IATA or ARC#.
 - *Note: Co-op marketing funds must be matched by agency dollar-for-dollar.*
 - Proof of performance/back-up for all initiatives executed.
 - *Example: Affidavit from the radio station, photo of your event booth with our branded collateral, magazine ad within the publication, etc.*
2. Invoice materials must be sent to TACoopInvoices@applelg.net, copying TACoop@applelg.net and your BDM.
 - ALGV will reimburse up to 50% of the total cost.
 - Repayments will be processed within 30 days.

If you need an invoice template or additional assistance with your repayment request, please contact TACoopInvoices@applelg.net.

*Please note: Select agencies are only permitted to spend 50% of their total co-op funds January 1 – June 30 and may receive the remaining 50% on July 1 based on agency production. ALGV will review plans and production and communicate agency eligibility for the remaining 50% by June 30. Eligible agencies will have the opportunity to make changes to their current marketing plan by July 31. **ALGV reserves the right to reduce co-op funds based on a reduction in agency growth.***



MARKETING DETAILS

- All TA Co-op ads and marketing tactics must include the appropriate ALGV brand logo. For access to logos, please visit ALGV360.com or contact TACoop@applelg.net.
- If including hotel/tour/air product in the tactic, it must be sold by the appropriate ALGV brand. Only ads with available ALGV products will be considered for approval.
- For creative requests and approvals, please allow for up to 15 business days, following the below guidelines for **estimated** turnaround times:

Estimated Approval Time (in business days)			
Brand	ALGV360/TI360	Agency Created Ad	Request for Creative
Apple Vacations	Up to 3 days	Up to 5 days	Up to 15 days
Funjet Vacations	Up to 3 days	Up to 5 days	Up to 15 days
Travel Impressions	Up to 3 days	Up to 5 days	Up to 15 days
Blue Sky Tours	Up to 3 days	Up to 5 days	Up to 15 days
United Vacations®	Up to 3 days	Up to 15 days	Up to 15 days
Southwest Vacations®	Up to 3 days	Up to 15 days	Up to 15 days

RECOMMENDED MARKETING TACTICS

Digital:

- Web advertisements on agency site
- Banner ads on third-party websites
- Email
- Social media, such as Facebook, Instagram and Twitter
- YouTube hotel and destination videos (TIP: great if you're on a FAM)
- Blog posts

Traditional Advertising:

- Direct mail
- Newspaper ads
- Radio ads (30 seconds; 60 seconds, weather/traffic sponsorships etc.)
- TV Advertising
- Outdoor

Events (with BDM involvement):

- Branded/theme nights
- Wedding shows
- Travel expos

The appropriate ALGV brand's collateral is required at the event along with follow-up communication via email or direct mail. Printing costs for event collateral are not eligible for co-op reimbursement.

FOR ASSISTANCE AND APPROVALS

Please email TACoop@applelg.net.

