

HOW TO GET REIMBURSED FOR PROMOTIONAL EXPENSES New Mexico Farmers' Marketing Association (NMFMA)

Please read through the instructions and make sure you understand everything we are requesting. If you are unclear, or if you are a new market manager doing this for the first time, please call Sarah at 1-888-983-4400.

PURPOSE: Our goal for the promotional/advertising monies that we offer is to help you promote your market in your community. We aim to develop a payment system that is easy for you to understand and is as efficient as possible for you and for us.

ELIGIBILITY: Funding to cover promotional expenses is available to any farmers' market that is a member in good standing of the NMFMA.

HOW MUCH MONEY CAN YOUR MARKET GET: At the beginning of the season we ask you to out the form "Estimating your promotional dollars" (on the website). Once you have filled out this form, you will know the maximum amount of promotional money that your market can get from the NMFMA this year.

HOW YOU CAN SPEND THE MONEY: You can use your promotional money to cover any kind of promotion, including newspaper, radio, TV, signs, banners, ad or logo design, customer coupons, special events, brochures, flyers, etc. You may also use the money for public relations work.

REQUIRED LOGOS*:

- The logo of the New Mexico Economic Development Department (NMEDD) **must be included** on your promotional pieces. The New Mexico Department of Agriculture (NMDA) "Taste the Tradition" logo **must also be included** on your promotions. The NMFMA logo is encouraged, but not required.
- For radio ads, you must include the line: "Assisted by (co-sponsored by, paid for by, etc.) the New Mexico Economic Development Department and the New Mexico Department of Agriculture" in the ad copy.
- We have bumper stickers of these logos for use on signs and banners if needed.

HOW TO GET REIMBURSED: There are two possible payment methods to get your market's promotional expenses paid for. (1) We can pay the advertising vendor directly, OR (2) we can reimburse you for advertising expenses you have already paid. Either way, we need proof of your promotional expenses. This includes:

- 1) The invoice from the vendor.
- 2) The physical evidence that the advertising actually occurred.

For example, with newspaper ads, you must send us the invoice from the newspaper indicating the date and cost of the ad, and a "tear sheet" which is the whole page on which the ad appeared, showing the paper's name and the date. With radio ads, you need to send the invoice from the radio station indicating the times the ad was aired, and the text or ad copy for the ad. With signs, banners, and other equipment, we need a photograph of the item.

IF YOU ARE AT ALL UNSURE OF HOW TO SEND PROOF OF A PROMOTIONAL EXPENSE THAT YOU WANT US TO REIMBURSE, PLEASE CALL US SO WE CAN DISCUSS IT, AND FIGURE OUT WHAT WILL WORK.

NOTES: Payment method #1: Once you have filled out and sent us the “Estimating your promotional dollars” form, we will both know how the NMFMA will be paying of your advertising this season. As you allocate/spend the money, and send us invoices from your advertising vendor(s), we will pay the vendor directly. Once we have paid out the total listed on your “Estimating your promotional dollars”, you can stop sending us invoices; we will no longer pay them.

NOTES: Payment method #2: There is a big advantage in dealing directly with your advertising vendors, getting the bills, and paying them yourself. You are creating relationships with your community, and paying with your market checks, showing the business community that you exist, and that you are patronizing your local businesses. The NMFMA supports your effort in operating this way, and will gladly reimburse your market directly after you have the physical evidence (see HOW TO GET REIMBURSED). Proof of payment can come in the form of a cancelled check (we need a copy of the cleared check, front and back), or a copy of the check (front side only) and a copy of the bank statement that shows it cleared. (If your bank does on-line banking, you can often get a print-out of the cancelled check on-line.)

DEADLINES: If we are paying your vendor invoices, we like to receive them as soon as you get them, so that we can pay them promptly and maintain good business relations with your vendors.

If we are reimbursing your market, you can send us the invoices when you would like to be reimbursed. We would prefer to reimburse in 1 or 2 payments. For market season invoices, we must have them in our office no later than November 15th. If you would like to use some of this year’s unexpended funds for advertising early in the season next year, please let us know. If on November 15th, you have any unspent fund that you haven’t called us about, we will assume that you will not be spending them.

CHECKLISTS FOR REIMBURSEMENT

PAYMENT METHOD #1 – NMFMA pays vendors directly

- “Estimating your promotional dollars” form completed and returned to NMFMA
- Make copy of the invoice(s) that you would like us to pay
- Include tearsheets, radio ad copy, photo of signage (MUST INCLUDE NMEDD AND NMDA LOGOS)
- Mail to NMFMA for payment

PAYMENT METHOD #2 – Market pays vendor and requests reimbursement from NMFMA

- “Estimating your promotional dollars” form completed and returned to NMFMA
- Make copies of the invoices that you have paid
- Include tearsheets, radio ad copy, photo of signage (MUST INCLUDE NMEDD AND NMDA LOGOS)

- Include proof of payment for the invoices (this varies based on how your bank operates)
- Mail to NMFMA for payment

*All logos are available on-line on our website (www.FarmersMarketsNM.org) under the “Market Manager” heading and the “Marketing Tools/Resource Library” tab. The page is called “Logos and Promotional Products.” If you have any trouble downloading the format, email us.