VISIT NORTH CAROLINA PARTNER PROGRAMS 2023 – 2024 SIGN-UP SHEET



Organization:	
Contact	
Name:	
Email:	
Phone:	
Address:	

Below is a list of Visit North Carolina's 2023-2024 Partner Programs. Please check each program in which you would like to participate, and once complete, please email this form to the Partner Program team at vncpartnerprograms@luquire.com

The Partner Program team will then place your orders in our new online marketplace tool, which will be used to manage inventory, partner materials, creative approvals and invoices.

THIS SIGN-UP SHEET IS NOT A FINAL CONTRACT. The Visit NC Partner Program team will follow up with you to discuss your contract based on this sign-up sheet and program availability to date.

VISITNC.COM, E-NEWS, SOCIAL PROGRAMS, MULTICHANNEL PROGRAMS Please note, you may sign up for only ONE social media program per month. Desired Timing / Placement** **Please write-in or select desired Flight Subtotal Cost **Program** timing. Contracts cannot be formalized until timing AND placement are noted. Q1 Q2 \$15 per **Content Strategy Webinar** Quarterly Q3 partner Series \$50 for all four Q4 All Four Tier 1: \$1.500 **Social Media Audit** Tier 2: \$1,350 Evergreen Tier 3: \$1,200 Paired with Social Media Spotlight or Instagram UGC **Joint Posting** Month: Free Promotion Tier 3: \$2.500 Tier 2: \$2,250 Social Media Spotlight Monthly Month: Tier 1: \$2,000 + Expenses Tier 3: \$1,000 Tier 2: \$900 Instagram UGC Promotion 1 post Month: Tier 1: \$800 Tier 3: \$700 **Instagram Story Features** 24 hours Tier 2: \$630 Month: Tier 1: \$560 Select desired flight: Tier 3: \$1,500 Select desired placement: Tier 2: \$1.350 ☐ July 1 - Dec. 31, 2023 Spa & Wellness Tier 1: \$1,200 Kids & Family ☐ Jan. 1 - June 30, 2024 Wine **Interest Overview Page Outdoor Adventures Feature** П **Natural Attractions** Romantic Getaways

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Seasonal Overview Page Feature	12 months	Tier 3: \$2,000 Tier 2: \$1,800 Tier 1: \$1,600	Select desired timing: ☐ Fall 2023 ☐ Winter 2023 - 2024 ☐ Spring 2024 ☐ Summer 2024	
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Native Advertising	3 months	Tier 3: \$500 Tier 2: \$450 Tier 1: \$400	Please list desired page(s) and timing:	
Featured Events	60 days	Tier 3: \$150 Tier 2: \$135 Tier 1: \$120	Quantity:	
Travel Deals	60 days	Tier 3: \$250 Tier 2: \$225 Tier 1: \$200	Quantity:	
For Real Content Series	Monthly	Tier 3: \$1,000 Tier 2: \$900 Tier 1: \$800	Month:	
Thank You Email Sponsorship	Quarterly	Tier 3: \$350 Tier 2: \$315 Tier 1: \$280	Select desired timing: ☐ Fall 2023 ☐ Winter 2023 - 2024 ☐ Spring 2024 ☐ Summer 2024	
E-News Insider Authorship	Monthly	Tier 3: \$1,050 Tier 2: \$945 Tier 1: \$840	Month:	
E-Newsletter Roundups: Featured Events and Travel Deals	Monthly	Tier 3: \$400 Tier 2: \$360 Tier 1: \$320	Month	
Custom Content Refresh Program	1 month	Tier 3: \$1,250 Tier 2: \$1,125 Tier 1: \$1,000	Month:	
Custom Content Program	1 month	Tier 3: \$3,000 Tier 2: \$2,700 Tier 1: \$2,400	Month:	
Featured Event: Instagram Story Roundup	60 days (VisitNC.com Listing) 24 hours (inclusion in 1 Instagram Story)	Tier 3: \$350 Tier 2: \$315 Tier 1: \$280	Month:	
Featured Event: Facebook Promotion	60 days (VisitNC.com Listing) Approx. 1 month + paid activation (Facebook Event)	Tier 3: \$875 Tier 2: \$788 Tier 1: \$700	Month(s):	
Travel Deal: Social Promotion	60 days (VisitNC.com Listing) 1 organic Facebook post + paid activation	Tier 3: \$1,375 Tier 2: \$1,238 Tier 1: \$1,100	Month(s):	

Featured Content	12 month listing	Tier 3: \$1,000	Fall 2023	
Sponsorship		Tier 2: \$900	☐ Fall Trips You Might Have	
		Tier 1: \$800	Overlooked	



		Adaptive Outdoor Activities	
		Finter 2023-2024 Places for Comfort & Soul Food	
		Cold-Weather Sipping Creative Craft Beers	
	Sp	oring 2024	
		Memorial Day Weekend Getaways	
		Scenic Spots for Romance	
		ummer 2024	
		Places to Take Your Kids Before They Grow Up	
	VIS	SITNC.COM PROGRAMS TOTAL	

	VIDEOGRA	HY/PHOTO PRODUCTION	
Program	Desired Timing Please write-in desired timing.	Cost	Subtotal

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	10 photos and 3 video clips	
	Tier 3: \$1,000	
	Tier 2: \$900	
	Tier 1: \$800	
	15 photos and 5 video clips	
	Tier 3: \$1,500	
Content Shoot	Tier 2: \$1,350	
	Tier 1: \$1,200	
	20 photos and 7 video clips	
	Tier 3: \$2,000	
	Tier 2: \$1,800	
	Tier 1: \$1,600	
	Photo Editing	
	Tier 3: \$900	
	Tier 2: \$810	
	Tier 1: \$720	
	Video Editing	
	Tier 3: \$1,500	
Photo/Video Editing	Tier 2: \$1,350	
	Tier 1: \$1,200	
	Combined	
	Tier 3: \$2,400	
	Tier 2: \$2,160	
	Tier 1: \$1,920	
	Tier 3: \$10,000	
Video Production	Tier 2: \$9,000	Video Production
	Tier 1: \$8,000	
	VIDEO PROPILIZACIONI TOTALI	
	VIDEO PRODUCTION TOTAL	

CREATIVE PRODUCTION PROGRAM					
Program Option	Desired Tin Please write-in des	_	Cost	Subtot	al
		Tier 3:	\$3,600		
Static Banners		Tier 2:	\$3,240		
		Tier 1:	\$2,880		
		Tier 3:	\$2,800		
Print Ad		Tier 2:	\$2,520		
		Tier 1:	\$2,240		
CREATIVE PRODUCTION PROGRAM TOTAL					
PRINT PROGRAMS					
Publication	Issue	Ad Size	Cos	t	Subtotal

Quarter-Page

Tier 3: \$6,000

Tier 2: \$5,400 Tier 1: \$4,800

February / March 2024

Garden & Gun

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Program	Program Info	De	sired Parameters	Cost	Subtotal
		DIGITAL PROGRAM	1S		
PRINT PROGRAMS TOTAL					
In-State	April 2024	Quarter-Page	Tier 3: \$3,500 Tier 2: \$3,150 Tier 1: \$2,800		
Local Market Combo:	September 2023	Quarter-Page	Tier 3: \$3,500 Tier 2: \$3,150 Tier 1: \$2,800		
Small Markets	April 2024	Quarter-Page	Tier 3: \$7,500 Tier 2: \$6,750 Tier 1: \$6,000		
Local Market Com	September 2023	Quarter-Page	Tier 3: \$7,500 Tier 2: \$6,750 Tier 1: \$6,000		
Large Markets	April 2024	Quarter-Page	Tier 3: \$7,000 Tier 2: \$6,300 Tier 1: \$5,600		
Local Market Combo:	September 2023	Quarter-Page	Tier 3: \$7,000 Tier 2: \$6,300 Tier 1: \$5,600		
	March / April 2024	Quarter Page	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000		
Bridal Guide	September / October 2023	Quarter Page	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000		
Outside	May / June 2024	Quarter-Page	Tier 3: \$3,500 Tier 2: \$3,150 Tier 1: \$2,800		
	March / April 2024	Quarter-Page	Tier 3: \$3,500 Tier 2: \$3,150 Tier 1: \$2,800		
Southern Living	May 2024	Quarter-Page	Tier 3: \$9,500 Tier 2: \$8,550 Tier 1: \$7,600		
	April 2024	Quarter-Page	Tier 3: \$9,500 Tier 2: \$8,550 Tier 1: \$7,600	,	
	April / May 2024	Full Page	Tier 3: \$17,000 Tier 2: \$15,300 Tier 3: \$13,600)	
	April / May 2024	Quarter-Page	Tier 3: \$6,000 Tier 2: \$5,400 Tier 1: \$4,800		
	February / March 2024	Full Page	Tier 3: \$17,000 Tier 2: \$15,300 Tier 3: \$13,600)	

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Sojern In-Market Traveler Program	Targeting Options (choose one (1): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000 Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000
	Each partner to customize their campaign based on the following selects: One (1) consecutive month between July 2023 – June 2024	Targeting:	Tier 3: \$2,500 Tier 2: \$2,250 Tier 1: \$2,200
	Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs): 1) Broad in-state in-market travelers (geo:		
	NC)	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000
Accuweather Program	2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)		ΠΕΙ 1. φτ,000
	3) In-state OR out-of-state markets specific to one (1) of the following interests: Food &		
	Culture, Outdoor Adventure, Sports Enthusiasts	Targeting:	Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000
	4) One (1) optional weather trigger – inclement weather (e.g., local conditions are "cold") OR activity index (e.g., local conditions are ideal for "golf")		
	Each partner to customize their campaign based on the following selects:	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500
Campground &	Three (3) consecutive months between June 2023 - July 2024		Tier 1: \$4,000
Park Wi-Fi	Targeting Options (choose one (1)):		
Sponsorship	Broad in-state in-market travelers (geo: NC)		Tier 3: \$10,000 Tier 2: \$9,000
	2) Broad out-of-state in-market		Tier 1: \$8,000

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	travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts			
Travel Spike Native and Endemic Display	Each partner to further customize their campaign based on the following selects: One (1) consecutive month between July 2023 – June 2024 Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000 Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000	

Unified Partnerships Paid Social Amplification	Each partner to further customize their campaign based on the following selects: One (1) consecutive month between July 2023 – June 2024 Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000 Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000

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Unified Partnerships Streaming and Podcast Audio	Each partner to further customize their campaign based on the following selects: One (1) consecutive month between July 2023 - June 2024 Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000 Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000	
AdTheorent In-Market Spending ROI Measurement Program	Each partner to further customize their campaign based on the following selects: One (1) consecutive month between July 2023 - June 2024 Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000 Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000	

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Social Powered	Each partner to further customize their campaign based on the following selects: One (1) consecutive month between July 2023 – June 2024 1) Targeting Options (choose one (1)): 2) Broad in-state in-market travelers (geo: NC)		Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000	
Mobile	 3) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 4) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	Targeting:	Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000	
OTT / CTV Program	Each partner to customize their campaign based on the following selects: One (1) consecutive month between June 2023 - July 2024 Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Targeting:	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000 Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000	
Garden & Gun Digital Program	Targeting: GardenandGun.com site visitors crosschannel: Food & Drink Home & Garden Arts & Culture Travel, Music, Sporting Targeting: GardenandGun.com site visitors crosschannel: Food & Drink Home & Garden	Flighting options: September - October 31, 2023 OR March 1 - April 30, 2024 Flighting options: September - October 31,	Tier 3: \$5,000 Tier 2: \$4,500 Tier 1: \$4,000 Tier 3: \$10,000 Tier 2: \$9,000 Tier 1: \$8,000	
	Arts & Culture Travel, Music, Sporting *Inquire about available Homepage Takeover dates	2023 OR March 1 – April 30, 2024		



Outside Dedicated eNewsletter Program	Each partner to customize their campaign based on the following selects: One (1) send per e-blast date Select minimum of three (3) states to target *Inquire about available deployment dates	Select desired timing: Sept. 19, 2023 Sept. 26, 2023 Oct. 10, 2023 Oct. 24, 2023 March 6, 2024 March 20, 2024 April 3, 2024 April 17, 2024	Tier 3: \$2,500 Tier 2: \$2,250 Tier 1: \$2,000
Our State Custom Article Opportunity	Article will be supported across Ourstate.com, social channels and email newsletter *Inquire about available deployment dates	Desired Season:	Tier 3: \$2,335

	Each partner to customize their campaign	Select desired timing:	Tier 3: \$2,000
	based on the following selects:	☐ September 2023	
Our State Travel	One (1) send per e-blast date	☐ October 2023	
eNewsletter	Targeting at least 20K opt-in	December 2023	
Program	subscribers from curated Our State lists	☐ March 2024	
	*Inquire about available deployment dates	⊔ April 2024	

DIGITAL PROGRAMS TOTAL

BUNDLE OPTIONS

Publication	Level	Tactics Included	Cost	Subtotal
DMO Bundles	Platinum	 visitnc.com Native Advertising (\$500) visitnc.com Featured Event (\$150) eNews Seasonal Roundup - Events & Travel Deals (\$400) Featured Event: Instagram Story Roundup (\$350) Our State eNews (\$1k) Sojern Travel Programmatic Display (\$5k) Unified Paid Social (\$5k) TravelSpike (\$5k) Dstillery (Special Interest Behavioral Site List Display/Pre-Roll & OTT/CTV) (\$5k) 	\$22,350	
	Gold	 visitnc.com Native Advertising (\$500) visitnc.com Featured Event (\$150) eNews Seasonal Roundup - Events & Travel Deals (\$400) Featured Event: Instagram Story Roundup (\$350) Our State eNews (\$1k) Sojern Travel Programmatic Display (\$5k) Unified Paid Social (\$5k) TravelSpike (\$5k) 	\$17,350	

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	Silver	 visitnc.com Native Advertising (\$500) visitnc.com Featured Event (\$150) eNews Seasonal Roundup - Events & Travel Deals (\$400) Featured Event: Instagram Story Roundup (\$350) Our State eNews (\$1k) Sojern Travel Programmatic Display (\$5k) 	\$7,350
	Bronze	 visitnc.com Native Advertising (\$500) visitnc.com Featured Event \$150) eNews Seasonal Roundup – Events & Travel Deals (\$400) Featured Event: Instagram Story Roundup (\$350) Our State eNews (\$1k) 	\$2,350
'			<u> </u>
Hotels and Resort Bundles	Platinum	 visitnc.com Travel Deal (\$250) eNews Seasonal Roundup - Events & Travel Deals (\$400) Travel Deal Social Promotion (\$1,375) Social Media Spotlight (\$2,500) Sojern Social Powered Mobile Adtheorent Unified Paid Social 	\$24,525
	Gold	 visitnc.com Travel Deal (\$250) eNews Seasonal Roundup - Events & Travel Deals (\$400) Travel Deal Social Promotion (\$1,375) Social Media Spotlight (\$2,500) Sojern Social Poweredf 	\$14,525
	Silver	 visitnc.com Travel Deal (\$250) eNews Seasonal Roundup - Events & Travel Deals (\$400) Travel Deal Social Promotion (\$1,375) Social Media Spotlight (\$2,500) 	\$4,525
	Bronze	 visitnc.com Travel Deal (\$250) eNews Seasonal Roundup - Events & Travel Deals (\$400) Travel Deal Social Promotion (\$1,375) 	\$2,025



Attraction Bundles	Platinum	 eNews Seasonal Roundup - Events & Travel Deals (\$400) visitnc.com Interest Overview Page Feature (\$1,500) Instagram Story Feature (\$700) Instagram Feed Joint Posting (\$1,000) Our State eNews (\$1k) Accuweather Social Powered Mobile Unified Paid Social 	\$19,600	
	Gold	eNews Seasonal Roundup - Events & Travel Deals (\$400) visitnc.com Interest Overview Page Feature (\$1,500) Instagram Story Feature (\$700) Instagram Feed Joint Posting (\$1,000) Our State eNews (\$1k) Accuweather	\$9,600	
Attraction Bundles	Silver	 eNews Seasonal Roundup - Events & Travel Deals (\$400) visitnc.com Interest Overview Page Feature (\$1,500) Instagram Story Feature (\$700) Instagram Feed Joint Posting (\$1,000) 	\$3,600	
	Bronze	 eNews Seasonal Roundup - Events & Travel Deals (\$400) visitnc.com Interest Overview Page Feature (\$1,500) Instagram Story Feature (\$700) 	\$2,600	
		BUN	DLE TOTAL	

OVERALL PROGRAM TOTAL

Research Programs

ARRIVALIST ANALYTICS

- Yes, I am interested in the Arrivalist Lodging Dashboard \$20,000/yr
- Yes, I am interested in Arrivalist Trip Dashboards \$18,000/yr

ZARTICO VISITOR INSIGHTS

Please check here if you would like to learn more about the Zartico Visitor Insights program, and you will be connected with Marlise Taylor, marlise.taylor@visitnc.com.

MMGY CUSTOM TRAVELER SEGMENT PROFILE



Please check here if you would like to learn more about the MMGY Custom Traveler Segment Profile program, and you will be connected with Chelsea Bachman, cbachman@mmgyintel.com.

KEY DATA | VACATION RENTAL DATA PROGRAM

Please check here if you would like to learn more about the Key Data | Vacation Rental Data program, and you will be connected with Daniel Leifeld, daniel@keydatadashboard.com.

DOMESTIC OPPORTUNITIES

Please check here if you are interested in the Travel & Adventure Show and / or the AAA Northeast Marketplace, and you will be connected with Andre Nabors, andre.nabors@visitnc.com.

VISIT NC RESEARCH CO-OP BRAND AND IMAGE POSITION STUDY

Please check here if you would like to learn more about the Visit NC Brand & Image Position Study, and you will be connected with Marlise Taylor, marlise.taylor@visitnc.com.

OUTDOOR NC

Please check here if you would like to learn more about Outdoor NC or want to take the pledge and become a member of the Partner Alliance, and you will be connected with Heidi Walters, heidi.walters@visitnc.com.

RETIRENC

Please check here if you would like to learn more about participating in expos with RetireNC or about becoming a CRC, and you will be connected with Andre Nabors, andre.nabors@visitnc.com.

NORTHCAROLINABOUND

Please visit the following sites if you would like to sign up for NorthCarolina Bound

- Regional Destinations: Join.flip.to/nc
- Lodging Industry: join.flip.to/ncbound
- Say Hello to Flip.To: hello@flip.to

NORTH CAROLINA TRAVEL GUIDE ADVERTISING

Please check here if you would like to learn more about advertising in the North Carolina Travel Guide, and you will be connected with Stacey Rosseter, stacey.rosseter@dotdashmdp.com.

PUBLIC RELATIONS

Please check here if you would like to learn more about Public Relations programs, and you will be connected with our PR Team, media@visitnc.com.