

VISIT NORTH CAROLINA PARTNER PROGRAMS 2024 – 2025 SIGN-UP SHEET



Organization:	
Contact Name:	
Email:	
Phone:	
Address:	

Below is a list of Visit North Carolina’s 2024-2025 Partner Programs. Please check each program in which you would like to participate, and once complete, email this form to the Partner Program team at vncpartnerprograms@luquire.com.

We are currently undergoing a total redesign of VisitNC.com, Partners.VisitNC.com and Media.VisitNC.com, which we plan to launch in early 2025. As we redevelop this major marketing channel, we know that our approach to content will change, impacting current and future partner programs. For this reason, we will only be offering the website-related partner programs listed on this interest form through December 2024.

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. To streamline the process, we’ll now automatically apply a 20% discount for Tier 1 and a 10% discount for Tier 2 to your program order totals. Additionally, Outdoor NC Alliance Partners (Champion Level & above) will enjoy an extra 5% discount on most programs.*

**Excludes print advertising programs.*

PROGRAM PLANNING					
Marketing Consulting Services					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Program Planning	Social Media Audit	Evergreen	\$1,500	Month to Receive Audit:	

Production Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Program Planning	Content Shoot	Evergreen	Package 1: \$1,000 10 retouched photos and three (3) video clips Package 2: \$1,500 15 retouched photos and five (5) video clips Package 3: \$2,000 20 retouched photos and seven (7) video clips	Month to Shoot: Desired Package:	
Program Planning	Video Production	Evergreen	1-day shoot: \$10,000 1.5-day shoot: \$14,000 2-day shoot: \$18,000	Month to Shoot: Desired Shoot Length:	



AWARENESS PROGRAMS					
Social Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Awareness	Social Media Spotlight	Monthly	Base: \$2,500 + travel expenses Additional fee for TikTok / Reel creation: \$500	Select Desired Timing: Late Summer 2024 Fall 2024 Winter 2024 - 2025 Spring 2025	
Awareness	Instagram UGC Promotion	One (1) post	\$1,000 each	Month to Post:	
Awareness	Joint Posting	Paired with Social Media Spotlight or Instagram UGC promotion	Free	Month(s) of Spotlight and / or UGC:	

E-news Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Awareness	Welcome Journey Featured Content	Three (3) consecutive months*	\$500 each	Select Desired Timing: Late Summer 2024 Fall 2024 Winter 2024 - 2025 Spring 2025 Select Desired Placement: Mountains Coastal City / Small Towns History and Culture Outdoors	
Awareness	Thank You Email Sponsorship	Three (3) consecutive months*	\$350 each	Select Desired Timing: Late Summer 2024 Fall 2024 Winter 2024 - 2025 Spring 2025	

*Subject to change in 2025



Multichannel Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Awareness	Featured Content Sponsorship	Includes: <ul style="list-style-type: none"> • 12-month feature in web story* • One (1) 24-hour Instagram story, two (2) slides total 	\$1,200 each	<p>Fall 2024: Agritourism Adventures Most Talked About Restaurants in College Towns</p> <p>Winter 2024 - 2025: Coziest Spots to Eat and Drink Places to Shop Vintage, Thrifts and Antiques</p> <p>Spring 2025: Eco-Friendly Trips Ways to Wellness: Retreats, Spas and Forest Bathing Dreamy Overnight Experiences</p> <p>Summer 2025: Unusual Festivals and Events Summer Attractions That Won't Break the Bank Unforgettable Places of History and Heritage</p>	

Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Awareness	AccuWeather	One (1) month	Select Investment Tier: \$2,500 display only \$5,000 display and video \$10,000 display and high-impact unit	Select any combination (minimum of five (5) states or five (5) DMAs): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts One (1) optional weather trigger - inclement weather (e.g., local conditions are "cold") OR activity index (e.g., local conditions are ideal for "golf")	

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VISIT NORTH CAROLINA PARTNER PROGRAMS



Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Awareness	Campground & Park Wi-Fi Sponsorship	Two (2) or Three (3) consecutive months, depending on investment	Select Investment Tier: \$5,000 for Three (3) consecutive months \$10,000 for Two (2) consecutive months	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: • Food & Culture • Outdoor Adventure • Sports Enthusiasts	
Awareness	Garden & Gun Digital	Two (2) consecutive months	Select Investment Tier: \$2,500 \$5,000 \$10,000	Select desired two-month flight: September 1 - October 31, 2024 March 1 - April 30, 2025 GardenandGun.com site visitors cross-channel: Food & Drink Home & Garden Arts & Culture Travel, Music, Sporting	
Awareness	OTT / CTV Program	One (1) month	Select Investment Tier: \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: • Food & Culture • Outdoor Adventure • Sports Enthusiasts	
Awareness	Streaming and Podcast Audio – Unified Partnerships	One (1) month	Select Investment Tier: \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: • Food & Culture • Outdoor Adventure • Sports Enthusiasts	



Traditional Media Programs						
Marketing Objective	Program	Publication	Issue	Ad Size	Cost	Subtotal
Awareness	Print	Garden & Gun	February / March 2025	Quarter Page	\$6,000	
			February / March 2025	Full Page	\$17,000	
			April / May 2025	Quarter Page	\$6,000	
			April / May 2025	Full Page	\$17,000	
		Southern Living	April 2025	Quarter Page	\$9,500	
			May 2025	Quarter Page	\$9,500	
		Outside Magazine	March / April 2025	Quarter Page	\$3,500	
			May / June 2025	Quarter Page	\$3,500	
				Full Page	\$12,000	
		Bridal Guide	September / October 2024	Quarter Page	\$5,000	
			March / April 2025	Quarter Page	\$5,000	
		Local Market Combo: Large Markets	September 2024	Quarter Page	\$8,000	
			April 2025	Quarter Page	\$8,000	
		Local Market Combo: Small Markets	September 2024	Quarter Page	\$7,500	
			April 2025	Quarter Page	\$7,500	
		Local Market Combo: In-State	September 2024	Quarter Page	\$3,500	
			April 2025	Quarter Page	\$3,500	



Marketing Objective	Program	Publication	Ad Size	Cost	Subtotal
Awareness	Local Market Television	Monthly Package 1: 280x 5-second commercials per month on Spectrum News 1	:05 commercial Spectrum can assist with commercial production.	Package 1: Charlotte: \$3,000 Raleigh: \$3,000 Greensboro: \$2,000 Wilmington: \$1,000 Greenville: \$500 Asheville: \$500	
		Monthly Package 2: 200x 10-second commercials / vignettes per month on Spectrum News 1, with your DMO / CVB as the sponsor of Wish You Were Here	:10 commercial / vignette Spectrum can assist with commercial production.	Package 2: Charlotte: \$4,000 Raleigh: \$4,000 Greensboro: \$2,500 Wilmington: \$1,400 Greenville: \$600 Asheville: \$600	
		Monthly Package 3: 120x 30-second commercials per month on both Travel Channel and Spectrum News 1; 240 commercials per month total	:30 commercial Spectrum can assist with commercial production.	Package 3: Charlotte: \$8,000 Raleigh: \$8,000 Greensboro: \$5,000 Wilmington: \$2,000 Greenville: \$1,000 Asheville: \$1,000	



CONSIDERATION PROGRAMS					
Social Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Consideration	Instagram Story Feature	One (1) 24-hour Instagram Story General story Event-related story Both	\$800 each	Month(s) to Post: Event Date(s):	

VisitNC.com Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Consideration	Interest Overview Page Feature	Select desired flight: July 1 – December 31, 2024 January 1 – June 30, 2025*	\$1,500 each	Desired placement: Spa and Wellness Kids and Family Wine Outdoor Adventures Natural Attractions Romantic Getaways	
Consideration	Seasonal Overview Page	Three (3) consecutive months*	\$2,000 each	Desired timing: Fall 2024 Holiday 2024-25 Winter 2024-25 Spring 2025 Summer 2025	
Consideration	Native Advertising	Three (3) consecutive months*	\$500 each	Desired placement(s): <i>See page 47 of your brochure for options.</i> Desired timing:	

*Subject to change in 2025



E-news Programs					
Marketing Objective	Program	Publishing Cadence	Cost	Desired Timing / Placement	Quantity / Subtotal
Consideration	For Real Content Series	Monthly*	\$1,250 each	Desired month:	

Multichannel Programs					
Marketing Objective	Program	Publishing Cadence	Cost	Desired Timing / Placement	Quantity / Subtotal
Consideration	E-news Insider Authorship	Monthly*	\$1,500 each	Desired month:	
Consideration	Custom Content	Monthly*	\$3,000 each	Desired month:	
Consideration	Custom Content Refresh	Monthly*	\$1,250 each	Desired month:	

Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity / Subtotal
Consideration	Curated Travel Whitelist Display / Pre-Roll Cross-Device Program	One (1) month	Select Investment Tier: \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: • Food & Culture • Outdoor Adventure • Sports Enthusiasts	
Consideration	Our State Custom Article Opportunity	Select desired flight: Fall 2024 Spring 2025	\$2,500 each	N / A	

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Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity / Subtotal
Consideration	<i>Our State</i> “Countdown” E-news Series	Select desired flight: Fall 2024 Spring 2025	\$2,000 each	N / A	
Consideration	<i>Outside</i> Dedicated E-news	Select desired flight: Sept. 19, 2024 Sept. 26, 2024 Oct. 10, 2024 Oct. 24, 2024 March 6, 2025 March 20, 2025 April 3, 2025 April 17, 2025	\$4,350 each	Customize campaign based on the following: One (1) send per e-blast date Select minimum of three (3) states to target	
Consideration	Paid Social Amplification - Unified Partnerships	One (1) month	Select Investment Tier: \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: • Food & Culture • Outdoor Adventure • Sports Enthusiasts	
Consideration	Travel Spike Native & Endemic Display	One (1) month	Select Investment Tier: \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: • Food & Culture • Outdoor Adventure • Sports Enthusiasts	



CONVERSION PROGRAMS					
Multichannel Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing / Placement	Quantity / Subtotal
Conversion	Featured Event	60-days VisitNC.com listing*	\$300 each	Event date(s): Please specify if this event has previously been promoted through this program. Month/Year:	
Conversion	Travel Deal	60-days VisitNC.com listing*	\$250 each	Promotion dates(s): Please specify if this event has previously been promoted through this program. Month/Year:	
Conversion	Featured Event: Instagram Story Roundup	Includes: <ul style="list-style-type: none"> • 60-days VisitNC.com listing* • One (1) 24-hour Instagram story, one (1) slides total 	\$500 each	Event dates(s): Please specify if this event has previously been promoted through this program. Month/Year:	
Conversion	Featured Event: Facebook Promotion	Includes: <ul style="list-style-type: none"> • 60-days VisitNC.com listing* • \$500 Facebook paid activation 	\$1,000 each	Event dates(s): Please specify if this event has previously been promoted through this program. Month/Year:	
Conversion	Travel Deal: Facebook Promotion	Includes: <ul style="list-style-type: none"> • 60-days VisitNC.com listing* • \$1,000 Facebook paid activation 	\$1,500 each	Promotion dates(s): Please specify if this event has previously been promoted through this program. Month/Year:	

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Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity / Subtotal
Conversion	Travel Intent Driven Programmatic Media - Sojern	Three (3) consecutive months	Select Investment Tier: \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: • Food & Culture • Outdoor Adventure • Sports Enthusiasts	

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Please indicate whether you'd like to learn more about the programs below, and you will be connected with the corresponding team member.	
Zartico Visitor Insights (Marlise Taylor) NEW Zartico Event Dynamic Visualization (Marlise Taylor) NEW MMGY Portrait of American Travelers Annual Subscription (Chelsea Bachman) NEW Omnitrak Group, Inc. Syndicated Resident Sentiment (Marlise Taylor) NEW Omnitrak Group, Inc. Syndicated TravelTrak America Visitor Profiles (Marlise Taylor)	Key Data (Chris Christmas) Domestic Trade Shows (Andre Nabors) Public Relations (VNC PR Team) RetireNC / Trade Shows (Andre Nabors) Outdoor NC (Amanda Baker) NC Travel Guide (Stacey Rosseter)