

VISIT NORTH CAROLINA PARTNER PROGRAMS 2025/26 SIGN-UP SHEET



Organization:	
Contact Name:	
Email:	
Phone:	
Billing Email:	
Address:	

Below is a list of Visit North Carolina's 2025/26 Partner Programs. Please check each program in which you would like to participate and, once complete, email this form to the Partner Programs team at vncpartnerprograms@luquire.com.

THIS SIGN-UP SHEET IS NOT A FINAL CONTRACT. The Visit NC Partner Programs 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 and 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: \$12,000 2-day shoot: \$16,000 3-day shoot: \$20,000	Month to shoot: Desired shoot length:	

AWARENESS PROGRAMS					
Social Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing/ Placement	Quantity/ Subtotal
Awareness	Social Media Spotlight	One (1) spot per month	Base: \$3,000 + travel expenses Additional fee for TikTok/Reel creation: \$500	Select desired timing: Late summer 2025 Fall 2025 Winter 2025/26 Spring 2026	
Awareness	Instagram UGC Promotion	One (1) post	\$1,000	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	One (1) per quarter	\$500	Select desired timing: Fall 2025 Winter 2025/26 Spring 2026 Summer 2026 Select desired placement: City Coast Mountains Small Towns	
Awareness	Thank You Email Sponsorship	One (1) per quarter	\$500	Select desired timing: Fall 2025 Winter 2025/26 Spring 2026 Summer 2026	

E-News Programs (Continued)					
Marketing Objective	Program	Flight	Cost	Desired Timing/ Placement	Quantity/ Subtotal
Awareness	Eat & Drink E-News	Two (2) seasonal deployments, one (1) fall and one (1) spring	\$350	Select desired timing: Fall 2025 Spring 2026	
Awareness	First in Fright Featured Content	Two (2) deployments in fall season	\$350	Select desired timing: 1st deployment (early fall) 2nd deployment (late fall)	

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 • One (1) article pin on Pinterest 	\$1,200	Fall 2025 Grape Stomps & Harvest Festivals Winter 2025/26 Inclusion in one Gift Guide Adventure Seeker Artful Adventurer Outdoor Enthusiast Romantic Wanderer Taste Enthusiast Spring 2026 Fabulous Spots for Fresh-Air Family Fun Showstopping Sips & Marvelous Mocktails Summer 2026 Dog-Friendly Hotels	

Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity/ Subtotal
Awareness	AARP Digital Program	One (1) month	Select investment tier: \$5,000 \$10,000	Select one (1): Out-of-state travelers targeting (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) Food & Culture interest targeting	
Awareness	HypeAuditor's Creator Curation	Evergreen	\$1,500	Select one (1): Option A: A guided walk-through of the deck with an overview of creators and activation opportunities Option B: An emailed deck paired with an influencer outreach template	
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, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 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”)	

Digital Programs (Continued)					
Marketing Objective	Program	Flight	Cost	Desired Timing/Targeting	Quantity/ Subtotal
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, 2025 March 1-April 30, 2026 GardenandGun.com site visitors cross-channel: Arts & Culture Food & Drink Home & Garden 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, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	
Awareness	Streaming & 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, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 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	April/May 2026	Quarter Page	\$6,000	
			April/May 2026	Full Page	\$17,000	
		Southern Living	April 2026	Quarter Page	\$9,500	
		Outside Magazine	March/April 2025	Quarter Page	\$3,500	
		Bridal Guide	September/October 2025	Quarter Page	\$5,000	
			March/April 2026	Quarter Page	\$5,000	
		Local Market Combo: Large Markets	April 2026	Quarter Page	\$8,000	
		Local Market Combo: Small Markets	September 2025	Quarter Page	\$7,500	
			April 2026	Quarter Page	\$7,500	
		Local Market Combo: In-State	September 2025	Quarter Page	\$3,500	
			April 2026	Quarter Page	\$3,500	

Traditional Media Programs (Continued)					
Marketing Objective	Program	Packages	Ad Size	Cost	Subtotal
Awareness	Local Market Television	Monthly Package 1 280 x 5-second commercials per month on Spectrum News 1	:05 commercial Spectrum can assist with commercial production for an additional fee.	Package 1 Charlotte: \$3,000 Raleigh: \$3,000 Greensboro: \$2,000 Wilmington: \$1,000 Asheville: \$500 Greenville: \$500	
		Monthly Package 2 200 x 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 for an additional fee.	Package 2 Charlotte: \$4,000 Raleigh: \$4,000 Greensboro: \$2,500 Wilmington: \$1,400 Asheville: \$600 Greenville: \$600	
		Monthly Package 3 120 x 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 for an additional fee.	Package 3 Charlotte: \$8,000 Raleigh: \$8,000 Greensboro: \$5,000 Wilmington: \$2,000 Asheville: \$1,000 Greenville: \$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	\$1,000	Select one (1): Summer 2025 Fall 2025 Winter 2026 Spring 2026	

VisitNC.com Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing/Placement	Quantity/ Subtotal
Consideration	Interest Overview Page Feature	12-month feature	\$2,000	Desired placement: Adventures & Outdoors Arts & Entertainment Eat & Drink History & Heritage Rest & Rejuvenation Romantic Getaways	
Consideration	Seasonal Overview Page Feature	Three (3) consecutive months	\$2,000	Desired timing: Summer 2025 Fall 2025 Holiday 2025 Winter 2025/26 Spring 2026	
Consideration	Native Advertising	Three (3) consecutive months	\$500	Desired placement(s): <i>See page 42 of your brochure for options.</i> Desired timing:	

E-News Programs					
Marketing Objective	Program	Publishing Cadence	Cost	Desired Timing/Placement	Quantity/ Subtotal
Consideration	For Real Content Series	One (1) per month	\$750	Desired month:	

Multichannel Programs					
Marketing Objective	Program	Publishing Cadence	Cost	Desired Timing/Placement	Quantity/ Subtotal
Consideration	E-News Insider Authorship	One (1) per season	\$2,000	Desired month:	
Consideration	Custom Content	One (1) per month	\$3,000	Desired month:	
Consideration	Custom Content Refresh	One (1) per month	\$1,250	Desired month:	
Consideration	Pinterest SEO Promotion	Paired with: Custom Content, Custom Content Refresh or Featured Content Sponsorship articles	\$500	Desired timing of article(s):	

Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity/ Subtotal
Consideration	Curated Display/Online Video 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, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 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 one (1): September 2025 January 2026 April 2026	\$2,500	N/A	

Digital Programs (Continued)					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity/ Subtotal
Consideration	Our State “Field Trips” E-News	Select one (1): Fall 2025 Spring 2026	\$2,000	N/A	
Consideration	Outside Dedicated E-News	Select one (1): Fall 2025 Spring 2026	\$6,200	Customize campaign based on the following: One (1) send per e-blast date Select minimum of three (3) states to target	
Consideration	Paid Social Media – 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, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 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-day VisitNC.com listing and feature in e-news events roundup	Featured Event listing: \$200 Carousel feature: \$400	Event date(s): Has this event previously been promoted through this program? If so, when?	
Conversion	Featured Event: Instagram Story Roundup	Select one (1): Summer 2025 Fall 2025 Winter 2025/26 Spring 2026	\$500	Event dates(s): Has this event previously been promoted through this program? If so, when?	
Conversion	Featured Event: Facebook Promotion	Select one (1): Summer 2025 Fall 2025 Winter 2025/26 Spring 2026	\$1,000	Event dates(s): Has this event previously been promoted through this program? If so, when?	
Conversion	Featured Local's Tip	Six (6) consecutive months on VisitNC.com	\$1,000	Desired placement: Adventures & Outdoors Arts & Entertainment Eat & Drink History & Heritage Rest & Rejuvenation Romantic Getaways	

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: \$2,500 \$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, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	

Visit NC-Managed Programs	
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 (Visit NC Research Team) Zartico Event Insights Analysis (Visit NC Research Team) Enhanced Zartico Event Dynamic Visualization (Visit NC Research Team) Datafy: Analytics Dashboard & Website Attribution (Visit NC Research Team) Syndicated Resident Sentiment, Omnitrak Group Inc. (Visit NC Research Team) Brand & Image Cooperative Research: SMARInsights (Visit NC Research Team)	Key Data (Alyssa Stroker, Key Data) MMGY EurekA! Platform License Annual Subscription (MMGY Team) Domestic Trade Shows (Partner/Industry Relations Team) Retire NC & Trade Shows (Partner/Industry Relations Team) Group Media Missions (Visit NC PR Team) NC Travel Guide (Stacey Rosseter, Dotdash Meredith)

Outdoor NC Program Sign-Up Deadline: July 31, 2025					
Marketing Objective	Program	Flight	Cost	Desired Timing/Placement	Quantity/ Subtotal
Program Planning	Outdoor NC Alliance Partner	July 2025-June 2026	Select investment tier: \$300 Pioneer \$1,000 Champion \$4,000 Guardian Statewide partnership – variable		
Program Planning	Trail Town Designation	July 2025-June 2026	Must be part of the Outdoor NC Partner Alliance to be eligible (limited capacity)	I'd like to participate. Yes No Maybe	
Program Planning	Host the Outdoor NC Guide Summit	July 2025-June 2026	Must be at the Guardian level to be eligible. No additional cost to those who are eligible (limited capacity).	Select desired timing: Fall 2025 Spring 2026	
Awareness	Outdoor NC E-Newsletter Spotlight	July 2025-June 2026	Must be at the Champion or Guardian level to be eligible. No additional cost to those who are eligible.	Select desired timing: Late summer 2025 Fall 2025 Winter 2025/26 Spring 2026	
Awareness	Outdoor NC Instagram Story	July 2025-June 2026	Must be a Champion or Guardian level to be eligible. No additional cost to those who are eligible.	Select desired timing: Late summer 2025 Fall 2025 Winter 2025/26 Spring 2026	
Awareness	Outdoor NC Facebook Story	July 2025-June 2026	Must be at the Champion level to be eligible. No additional cost to those who are eligible.	Select desired timing: Late summer 2025 Fall 2025 Winter 2025/26 Spring 2026	

Outdoor NC Program (Continued)					
Sign-Up Deadline: July 31, 2025					
Marketing Objective	Program	Flight	Cost	Desired Timing/Placement	Quantity/Subtotal
Awareness	Outdoor NC Biannual Instagram Story & Facebook Story		Must be at the Guardian level to be eligible. No additional cost to those who are eligible.	Select desired timing: Late summer 2025 Fall 2025 Winter 2025/26 Spring 2026	
Awareness	Outdoor NC Biannual Instagram & Facebook Post		Must be at the Guardian level to be eligible. No additional cost to those who are eligible.	Select desired timing: Late summer 2025 Fall 2025 Winter 2025/26 Spring 2026	
Awareness	Blue Ridge Outdoors Print & Digital Advertising	April 2025-December 2025	All Outdoor NC partners are eligible. These are separate offerings from Visit NC co-op.	I'd like to learn more. Yes No	
In-Destination	High-Impact Area Signage	July 2025-June 2026	All Outdoor NC Alliance partners are eligible. Additional cost associated with this.	I'd like to learn more. Yes No	