

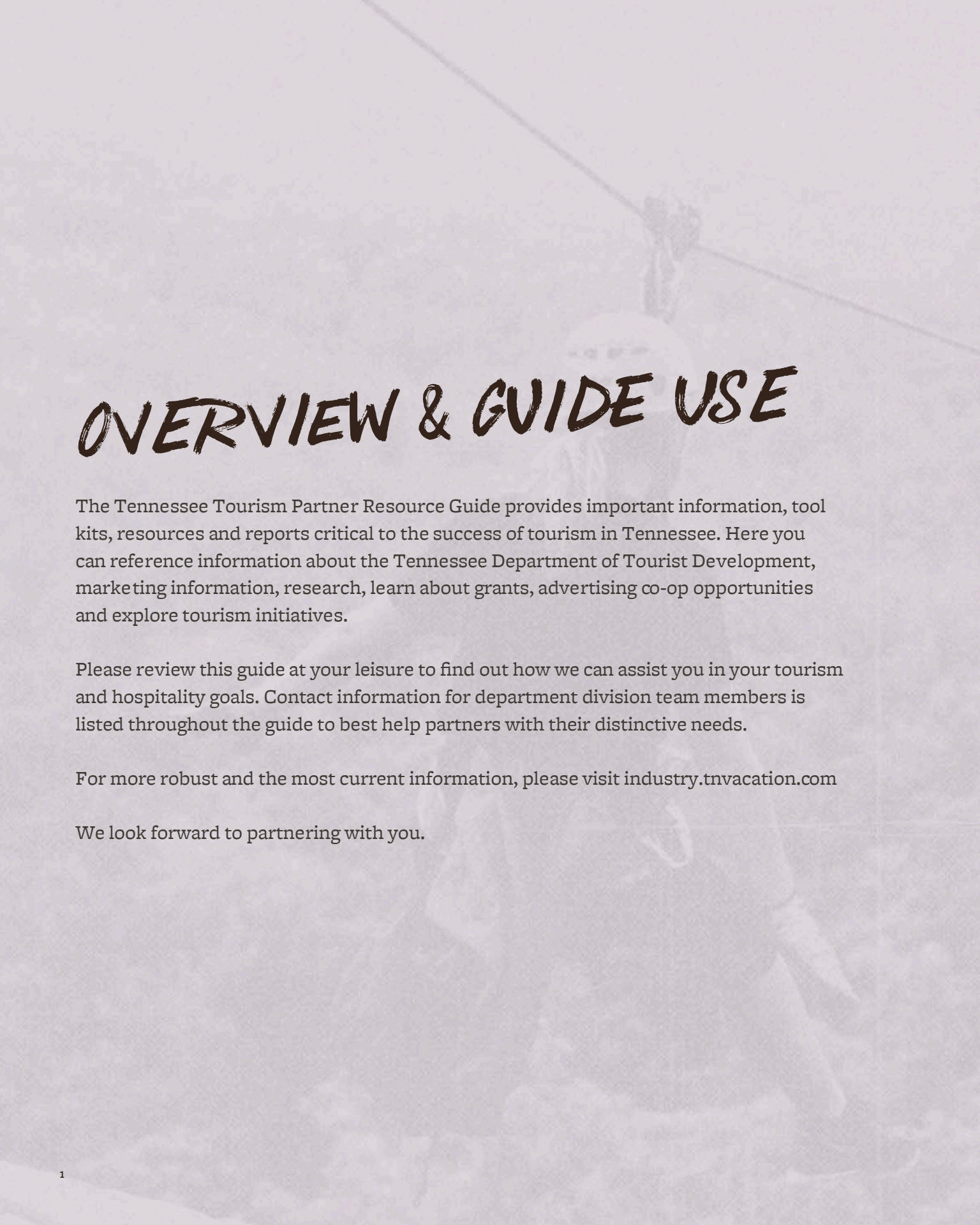
TENNESSEE

TNVACATION.COM

PARTNER RESOURCE GUIDE



2023-2024

A person is seen from behind, ziplining over a dense forest canopy. The person is wearing a white helmet and a dark harness. The background is a lush green forest with many trees. The overall tone is adventurous and scenic.

OVERVIEW & GUIDE USE

The Tennessee Tourism Partner Resource Guide provides important information, tool kits, resources and reports critical to the success of tourism in Tennessee. Here you can reference information about the Tennessee Department of Tourist Development, marketing information, research, learn about grants, advertising co-op opportunities and explore tourism initiatives.

Please review this guide at your leisure to find out how we can assist you in your tourism and hospitality goals. Contact information for department division team members is listed throughout the guide to best help partners with their distinctive needs.

For more robust and the most current information, please visit industry.tnvacation.com

We look forward to partnering with you.

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A person is paddleboarding on a calm river. The river reflects the surrounding landscape, which includes steep hills covered in trees with vibrant autumn foliage in shades of yellow, orange, and red. In the background, there are more mountains under a clear blue sky with a few wispy clouds. The word "OUTREACH" is written in a large, white, brush-stroke font across the lower part of the image.

OUTREACH



Downtown Somerville, Tennessee
Photo Credit: Falcon Aerial Solutions

RURAL TOURISM & OUTREACH

The Office of Rural Tourism and Outreach works closely with Tennessee's hospitality and tourism industry, including destination marketing organizations, attractions, restaurants, lodging, city and county governments, other state agencies, as well as stakeholders to identify and connect resources and opportunities.



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Outreach & Engagement

Each grand division of Tennessee has a Division Manager, who serves as a day-to-day contact and connection to TDDT. The team is a direct conduit between partners and offerings such as grants, educational workshops, speaking engagements, asset identification, tourism development, marketing initiatives and PR assistance.



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Destination Development

With recurring funding dedicated to rural tourism, TDTD's Rural Office efforts are focused on planning, educational, financial, and destination development programs for Tennessee's distressed and at-risk counties.

We have seen growth in our rural communities this past year. Conducting Strategic Tourism Roadmap sessions in 30 counties have helped inform us of needs for new technical assistance programs.

Here are a few current offerings for our rural tourism partners:

\$2.1M

Recurring
Budget

Tourism Roadmap Work Sessions

This planning initiative is offered to county leaders and tourism partners in rural counties to assist in the development of planning documents to guide collaboration along with tourism marketing and development efforts. Next Up: Follow-up planning documents and materials, as well as ongoing support.

Google Destination Optimization Program

This educational training program offers rural partners the opportunity to conduct a Google audit analysis for tourism assets in their community. Hands-on training is provided to enhance Google listings and photography, with the goal of increasing visitation through data accuracy and completeness through Google. New this year: Additional training and Tripadvisor audits.

Short-Term Rental Workshops

This training workshop is offered to current and potential new short-term rental operators in rural counties to provide information about vacation rental markets, laws and regulations, customer service, proper cleaning guidelines, as well as how to get started with rentals and enhance current properties.

Rural Photography and Video Program

This technical assistance program offers rural partners the opportunity to gain a collection of tourism-focused photography and video assets to be used in their tourism marketing efforts.

Itinerary Development

This new technical assistance program will develop travel itineraries promoting various visitor experiences in rural destinations. Each itinerary will be researched and developed with copy catering to the visitor experience, including hi-res images and keywords catering to search engine behavior.

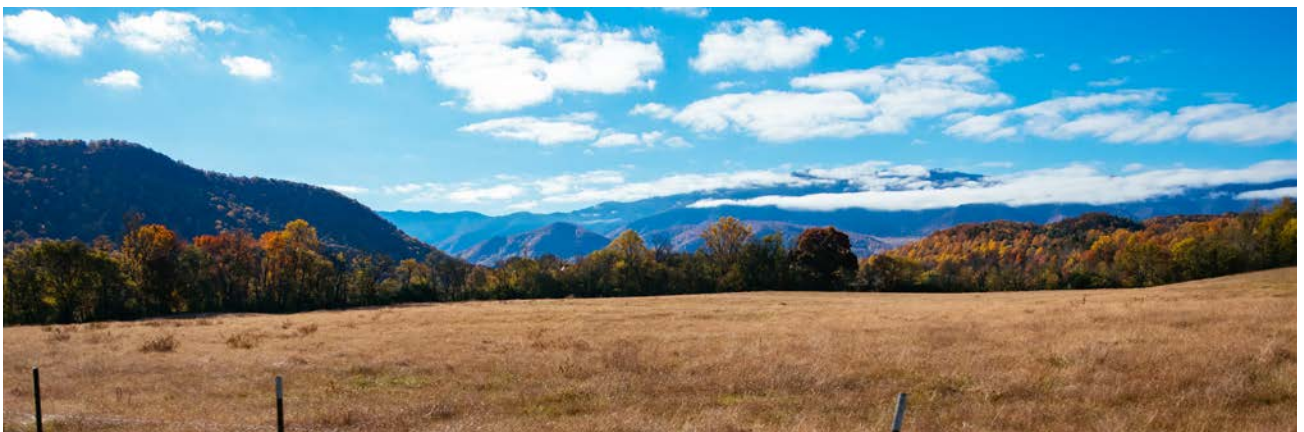
Blueway Planning

Many of our rural counties have rivers flowing through their communities that are in need of public access and marketing development. In partnership with TDEC and TWRA, TDTD will develop a program to offer Blueway planning documents for rivers in Tennessee's rural areas. We are also hosting experiential events on these rivers to help communities better understand their natural resources and their potential for economic development through tourism.

Rural Destination Branding Starter Kit

This new technical assistance program is centered around the brand development needs for our rural counties. The program is designed to assist our communities in developing a tourism brand, including logo development and ad campaign concepts. This destination branding starter kit will be provided by ChandlerThinks in partnership with Advance Travel and Tourism.

Not sure if your county is distressed or at-risk?
Visit tnecd.com/research-and-data/publications.



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Rural Destination
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Tourism Initiatives
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TOURISM GRANTS

We are pleased to be able to offer grants again this year. Last year, the department awarded more grants than ever before. The marketing grant budget expanded again and the Tourism Enhancement Grant was reinstated with a much larger budget. Our goal is to provide grant resources to tourism partners and communities for transformational projects that increase visitation and generate revenue.

GRANTS	DESCRIPTION
Tennessee Tourism & Hospitality Recovery Fund (ARPA)	Currently in its second year, the reimbursable grant funds transformational tourism marketing and development initiatives for DMOs to generate revenue, increasing economic impact through tourism. Budget: \$50M (4-year).
Tourism Marketing Grant	This grant provides tourism organizations such as CVBs, chambers of commerce and regional tourism organizations a way to expand their marketing message. This grant is a reimbursable matching grant for marketing projects. The grant opens each July. Budget: \$1.5M
Tourism Enhancement Grant	Centered around destination development, these grants are designed for cities and counties seeking to invest in local tourism infrastructure assets such as stages, signage, enhancement to attractions or venues and other resources that target expanding local tourism. Budget: \$2M
Waterways Accessibility for Tennessee Recreation (WATR) Grant	Tennessee water recreation has a significant economic impact on both local and state economies. The legislature provided \$500,000 in FY 2023 for grants to marinas to help promote tourism and enhance the visitor experience.

For more information, visit <https://industry.tnvacation.com/industryresources/tourism-grants>.



Andi Grindley
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EDUCATION

Educational offerings continue to be a priority. Whether it is an opportunity to host a presentation, attend workshops through the department or educational conferences, we want to provide those working in the Tennessee tourism industry a chance to learn from and network with industry leaders and experts. TDTD offers a number of educational scholarships as well as trainings and workshops throughout the year. Coming in early 2024, a networking and educational event for industry partners will be back and reimaged.

TOURISM SCHOLARSHIP OPPORTUNITIES	WEBSITE
TN Governor’s Conference on Hospitality and Tourism Tennessee’s hospitality and tourism businesses	hospitalitytn.com
Alabama-Mississippi-Tennessee Rural Tourism Conference An emphasis on tourism in rural areas	almstnruraltourism.com
Southeast Tourism Society Marketing College® Provides a unique education program for the travel and tourism industry	southeasttourism.org

For more information on scholarships, visit industry.tnvacation.com/scholarships.

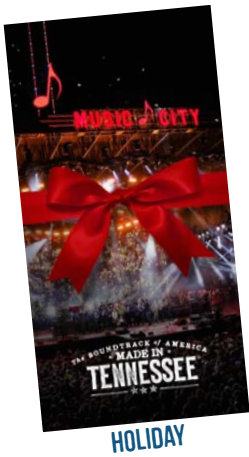
TOURISM EDUCATIONAL OPPORTUNITIES	WEBSITE
ESTO // US Travel Association Educational seminar for tourism organizations	esto.ustravel.org
Destinations International Serving destination marketing and management professionals	destinationsinternational.org
Southeast Tourism Society Connections Travel and tourism experts from Southeast to share industry insights	southeasttourism.org



MARKETING

MARKETING

TDTD works with its agency of record, VMLY&R, to produce marketing campaigns featuring high-quality creative, sophisticated digital media tactics and experiential activations that cut through the clutter and resonate emotionally. These campaigns, combined with a dynamic website, ongoing social media efforts and email communication, are designed to deepen engagement and create trip inspiration, increasing travel to Tennessee.



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MARKETING MAP 2023



 Existing Markets		 New Markets (2021-2022)	Statewide Markets	 Test Markets	
Atlanta	Jackson	Detroit	Alabama	Austin	Evansville
Charlotte	Little Rock	New Orleans	Kentucky	Baltimore	Jacksonville
Chicago	Greenville	Orlando	Missouri	Boston	Minneapolis
Cincinnati	Louisville	Raleigh-Durham	Ohio	Charleston	Illinois Statewide
Dallas	St. Louis	Washington D.C.		Denver	
Indianapolis	Tampa			Minneapolis	

INTEREST SEGMENTS

OUTDOOR ENTHUSIASTS

- From seeing the beauty to seeking adventure
- Interested in leaf peeping, hiking, water sports, camping, mountain biking
- They spend most of their free time outdoors and capitalize on opportunities to be in nature

EXPERIENCE SEEKERS

- Love for food, art, fashion, etc.
- They follow trends in food, culture, and fashion
- They are highly active, diverse, and social
- They search for new things to try and do

FAMILIES

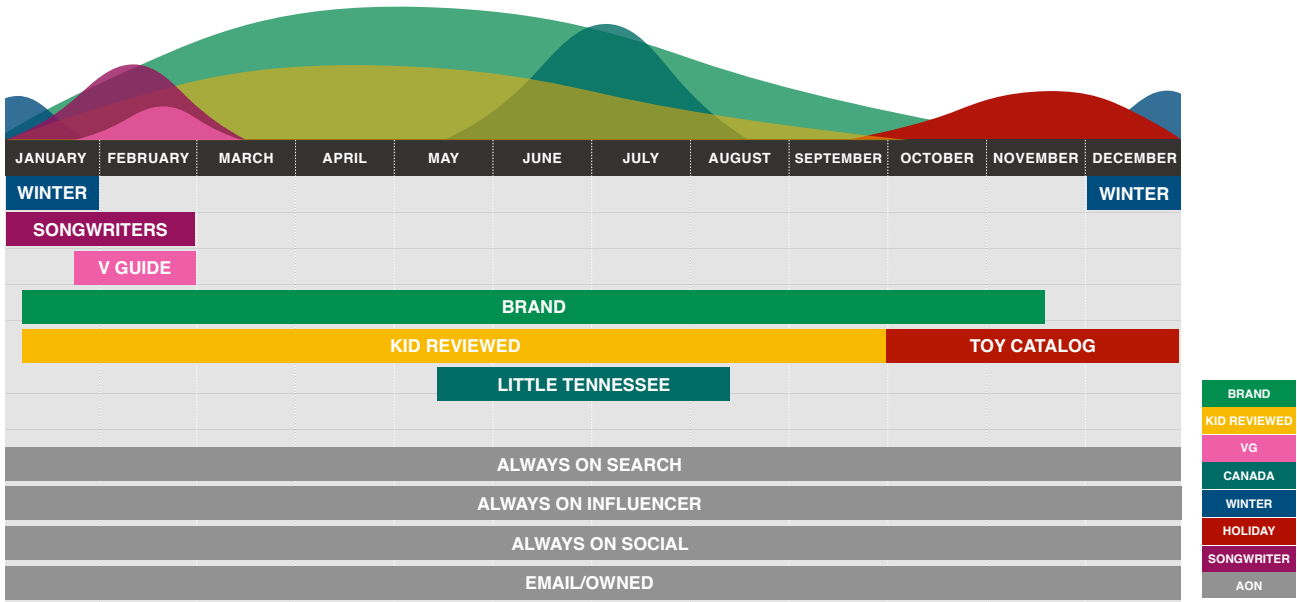
- Young families to multigenerational families
- Tend to spend more due to party size
- Plan trips further in advance
- Plan multiple activities
- Looks for affordable options

MUSIC

- Deeply passionate about music
- Concert goers and music history buffs
- Keeps tabs on their favorite musicians

TN Tourism Annual Campaigns

AT A GLANCE



COMMUNICATIONS

TDTD’s communications team promotes and advocates for the industry through strategic earned media campaigns. Efforts include ongoing outreach to domestic and international media, hosted media visits, missions, conference representation, special events and more.

Come With Us

SPECIAL EVENTS:

- NYC Media Mission (October 2-4, 2023)
- TravMedia’s IMM North America in NYC (Jan. 23-26, 2024)
- Travel South USA Canada Sales & Media Mission (Jan. 29-Feb. 2, 2024)
- Tennessee Songwriters Week (Feb. 18-24, 2024)
- UK Sales & Media Mission (Spring, 2024)
- STS Domestic Showcase in Little Rock (March 20-23, 2024)
- Travel South USA Global Week in Charleston (April 8-11, 2024)
- US Travel’s IPW in Los Angeles (May 3-7, 2024)
- PRSA Travel & Tourism Conference in Greenville (June 2-5, 2024)

ONGOING OPPORTUNITIES:

- In-state media familiarization trips
- Quarterly “What’s New” releases
- Monthly themed press releases
- Sign up for our “Hot Leads” program via industry.TNvacation.com
- Submit photos to our Photo Library

Explore TDTD’s editorial calendar for submission ideas and deadlines at **industry.tnvacation.com**.



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For information about TDTD marketing campaigns, research, industry news and those in the industry making an impact in their communities, please visit:

- Website: industry.TNvacation.com
- Twitter: [@TNTravelNews](https://twitter.com/TNTravelNews)
- Facebook: [TDTDIndustry](https://facebook.com/TDTDIndustry)
- LinkedIn: [company/TDTDindustry](https://linkedin.com/company/TDTDindustry)

For industry updates and breaking news, subscribe to our eNewsletter at **industry.tnvacation.com**.

TRAVEL TRADE

The TDTD sales team works with the travel trade industry, including Tennessee partners, travel agencies, tour operators, receptive operators, product managers and wholesalers to increase Tennessee product offerings in the domestic and international markets. Sales efforts include participating in travel trade shows, sales missions, FAMs, special event sponsorships and marketing investments.

Domestic Sales

Domestically, the TDTD sales team focuses on groups and student travel. Trade shows provide lead generation and networking opportunities with operators and agents.

Domestic

- November 12-16: NTA (Shreveport)
- December 11-14: OMCA (Toronto)
- January 10-12: ABA Pre FAMs (across state)
- January 13-16: ABA (Nashville)
- January 17-19: ABA Post FAMs
- March 20-23: STS (Little Rock)
- August 9-13: SYTA (New York City)



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615-532-0484



Grace McKinney
Sales Manager
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615-598-2884

International Sales

The TDTD sales team strives to build an international presence by working with receptive and international tour operators to increase Tennessee product availability on a global scale.

International

- October 16-19: Brand USA Week (London)
- November 29 – December 2 Travel South International Pre FAM (across state)
- December 3-7: Travel South International Showcase (Memphis)
- January 29-February 2: TS Canada Sales Mission (Ontario & Montreal)
- February 26-March 3: TS Netherlands Sales Mission & Nordic Sales Days (Amsterdam & Copenhagen)
- April 8-11: TS Global Week (Charleston)
- May 3-7: IPW (Los Angeles)
- June: Nat Geo Food Festival (London)





INITIATIVES

INITIATIVES



Tennessee's landscapes are filled with vivid greens, fiery reds, warm oranges and bright yellows. But not everyone can fully experience its beauty. So, the first-ever **Colorblind Viewfinder**, outfitted with innovative EnChroma® lenses that alleviate red-green colorblindness, was created. The lenses allow those with colorblindness to see a broader range of clear, vibrant colors.



To scientifically prove how much fun kids have in Tennessee, we developed a first-of-its-kind wearable device called a "Laugh Tracker" that measures laughter and excitement. We put these devices on hundreds of kids at over 30 attractions across Tennessee and created a planning tool for parents on our website, showcasing the data collected and attraction reviews directly from kids. For more information about this program, visit kidreviewedtn.com.



The **Discover Tennessee Trails & Byways** program is designed to extend visitors' major market stays and explore Tennessee's back roads. Touching all 95 counties, the 16 extensive driving trails integrate portions of the state's five National Scenic Byways, strengthening the promotion of these established treasures. Discover the trails for yourself at tntrailsandbyways.com.



Fish Tennessee inspires anglers from around the world to experience the many fishing experiences only Tennessee can offer. Visitors can experience angling adventures such as reeling in a trophy trout on the South Holston River or giant catfish from the Tennessee River, legendary smallmouth bass on Dale Hollow Lake or largemouth bass on Lake Chickamauga. Fish Tennessee helps cultivate an angling community in our lakeside towns that encourages generational visitation and drives economic impact. For more information, please contact Dennis.Tumlin@tn.gov or visit fishtn.com.



In association with TWRA, the State of Tennessee will look to improve and enhance Tennessee's lakes through investments both above and below the water at 18 lakes, which bear the approval of fishing legend, Bill Dance. Touching 39 counties, **Bill Dance Signature Lakes** will benefit from increased stocking, habitat management, and improved access to fishing and boating. This effort seeks to solidify Tennessee as the heart of fishing in the southeast and drive economic activity across the state. Email Dennis.Tumlin@tn.gov for more information.



Retire Tennessee continues to market the state's mild seasons, lower cost of living and slower pace of life to baby boomers. A record number of inquiries are showing that Tennessee is a popular retirement destination. Retirees are visitors first! Not only do they visit but they move and contribute to the economy. For more information, contact Jessica.Hollingsworth@tn.gov or visit retiretennessee.org.



The **Tennessee Civil War Trail** program is part of a multi-state effort that identifies, interprets, and creates driving tours of significant and lesser-known Civil War sites. Travelers who visit Civil War sites stay longer and spend more than the average visitor. Learn about the program at cw.tnvacation.com.



The **Tennessee Music Pathways** initiative connects visitors to the people, places, and genres significant to music history. Tourism partners are encouraged to submit local music history and related assets that meet the criteria to be considered for inclusion. Explore tnmusicpathways.com.



The state statute annually designates the last full week of February as **Tennessee Songwriters Week**, designed to celebrate the foundation of the craft, recognize past and present songwriters and pave the way for future artists. Statewide events include in-the-rounds, songwriter showcases, open-mic nights, educational workshops and more. For more information on how to get involved, please contact Jill.Kilgore@tn.gov or visit tnsongwritersweek.com.



The **Tennessee Sports Hall of Fame** enshrines and honors athletes, teams, coaches, sports writers and sports administrators who have made an impact on the history of sports in Tennessee. For more information, please contact bradwillistshf@gmail.com or read more at tshf.net.



The Tennessee portion of the **U.S. Civil Rights Trail** inspires travel from visitors seeking to learn the stories of brave Americans who fought for racial equality by visiting sites in Memphis, Nashville and Clinton. Applications can be downloaded at industry.tnvacation.com or explore tncivilrightstrail.com.



Curated and downloadable routes in each region will showcase the state's most scenic areas on low-traffic roads, bringing attention to the scenic beauty of Tennessee's rural areas. Routes will include detailed descriptions highlighting related restaurants, lodging, and other notable points of interest, giving bicycle tourists numerous opportunities to support the local economy.

TNVACATION.COM

Every tourism partner is eligible for one or more FREE Partner Pages on tnvacation.com. This complimentary web page is the building block of your exposure on Tennessee's official tourism website. Partners are encouraged to include restaurants, adventure outfitters, nature centers, historic landmarks, music venues, unique shops and upcoming events to tnvacation.com.

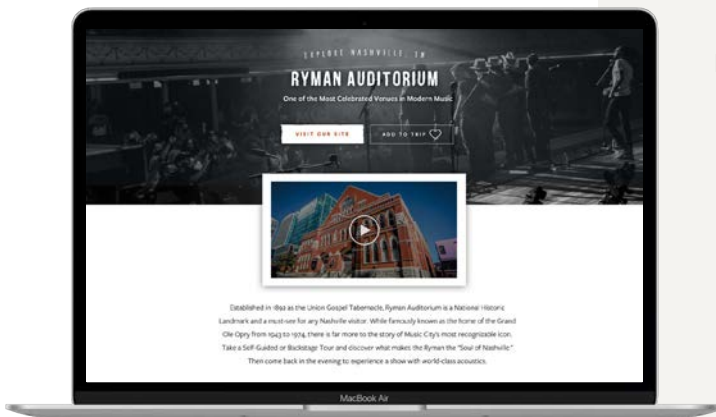
If you have multiple tourism businesses, such as a restaurant, winery and bed-and-breakfast, you are encouraged to have a Partner Page for each. These can be linked together using the Related Partners field. Each Partner Page is linked to the landing page for its region, subregion and city. It's also linked in relevant Experience pages, tourism categories and sub-categories.

MARKETING YOUR BUSINESS

To help travelers experience the best of Tennessee, we want tnvacation.com to highlight partners from across the state. Adding your Partner Page and keeping it up-to-date makes it easier for visitors to discover you and add you to their itinerary.

Where Your Page May Appear

- City Pages
- Division Pages
- Music Pathways
- Related Partner Pages
- Sub-Category Pages
- TDTD Articles
- Trip Planner



Please visit industry.tnvacation.com/industry/resources/partner-pages for complete details.



Rob Sherrill

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WELCOME
CENTERS



WELCOME CENTERS

The Tennessee Department of Tourist Development (TDTD) operates 16 Welcome Centers across the state. Welcome Centers focus on increasing partner engagement, which works to increase visitation and length of stay by encouraging travelers to explore destinations off the interstate.

WELCOME CENTER ENGAGEMENT OPPORTUNITIES

- Brochure Placements
- "Community Spotlight" Program
- In-center TV Screens
- Welcome Center FAM Tours

Or, feel free to visit our Welcome Centers to interact with our staff and guests.



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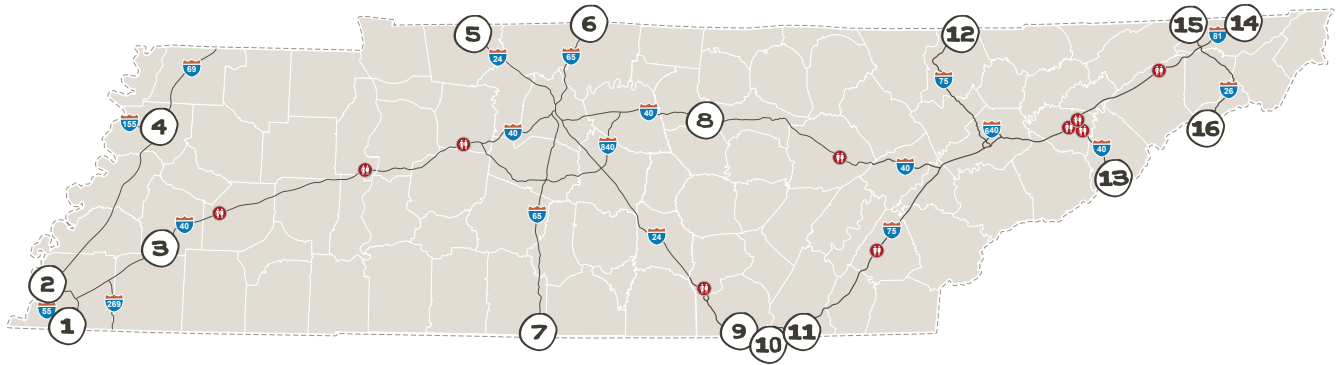


Tammy Love
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Tammy.Love@tn.gov



Michael Ross
Middle Regional Manager //
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Michael.Ross@tn.gov
931-449-0891

OVER 13 MILLION Welcome Center
Visitors in 2022



1 I-55, SHELBY COUNTY

Tammy Love*
901-345-5956
Tammy.Love@tn.gov

Shipping

3910 Interstate 55 (on the MS line)
Mile Marker 3.10
Memphis, TN 38116

Mailing

P.O. Box 16428
Memphis, TN 38186

2 I-40, SHELBY COUNTY

Ricky Smith
901-543-6757
Ricky.Smith@tn.gov

Shipping

119 North Riverside Drive
Memphis, TN 38103

Mailing

119 North Riverside Drive
Memphis, TN 38103

3 I-40, HAYWOOD COUNTY

Noah McNabb
731-779-1212
Noah.McNabb@tn.gov

Shipping

I-40 Westbound
Mile Marker 44
Stanton, TN 38069

Mailing

P.O. Box 177
Stanton, TN 38069

4 I-155, DYER COUNTY

William Augdon
731-286-8323
William.Augdon@tn.gov

Shipping

I-155 East (4 miles West of Dyersburg)
Mile Marker 8.7
Dyersburg, TN 38024

Mailing

P.O. Box 84
Dyersburg, TN 38025

5 I-24, MONTGOMERY COUNTY

Don Townsend
931-648-5509
Don.Townsend@tn.gov

Shipping

I-24 Northwest of Nashville (on the KY line)
Mike Marker 0.40
Clarksville, TN 37040

Mailing

P.O. Box 30187
Clarksville, TN 37040

6 I-65, ROBERTSON COUNTY

Eric Elizer
615-325-4721
Eric.Elizer@tn.gov

Shipping

6111 Lake Springs Road
Portland, TN 37148

Mailing

6111 Lake Springs Road
Portland, TN 37148

7 I-65, GILES COUNTY

Paula Clifton
931-468-2654
Paula.Clifton@tn.gov

Shipping

I-65 South of Nashville (on the AL line)
Mile Marker 3
Ardmore, TN 38449

Mailing

P.O. Box 1166
Ardmore, TN 38449

8 I-40, SMITH COUNTY Davis Fox 615-683-6410 Davis.Fox@tn.gov	Shipping I-40 East of Nashville Mile Marker 267 Buffalo Valley, TN 38548	Mailing P.O. Box 11 Buffalo Valley, TN 38548
9 I-24, MARION COUNTY Renee Trammell 423-942-0933 Renee.Trammell@tn.gov	Shipping I-24 West of Chattanooga (on the AL line) Mike Marker 160 Jasper, TN 37347	Mailing P.O. Box 518 Jasper, TN 37347
10 I-24, HAMILTON COUNTY Jim Elbert* 423-821-2628 James.H.Elbert@tn.gov	Shipping 17180 Interstate 24, East Mile Marker 171.8 Chattanooga, TN 37419	Mailing P.O. Box 2037 Chattanooga, TN 37409
11 I-75, HAMILTON COUNTY Leonardo Soto 423-894-6399 Leonardo.Soto@tn.gov	Shipping 100 Interstate 75, North Mile Marker 0.7 East Ridge, TN 37412	Mailing P.O. Box 9415 East Ridge, TN 37412
12 I-75, CAMPBELL COUNTY Ryne Cummins 423-784-5820 Ryne.Cummins@tn.gov	Shipping I-75 South (on KY line) Mile Marker 161 Jellico, TN 37762	Mailing 16320 Interstate 75 Jellico, TN 37762
13 I-40, COCKE COUNTY Collin Woody 423-487-3258 Collin.Woody@tn.gov	Shipping I-40 SE of Newport (on the NC line) Mile Marker 446 Hartford, TN 37753	Mailing P.O. Box 100 Hartford, TN 37753
14 I-81, SULLIVAN COUNTY Carl Tittle 423-764-5821 Carl.Tittle@tn.gov	Shipping 10749 Interstate 81, SB Mile Marker 75.3 Bristol, TN 37620	Mailing P.O. Box 3608 Bristol, TN 37625
15 I-26, SULLIVAN COUNTY Janice Martin 423-246-0214 Janice.Martin@tn.gov	Shipping 5 Interstate 26 Mile Marker 5 Kingsport, TN 37664	Mailing P.O. Box 3083 Kingsport, TN 37664
16 I-26, UNICOI COUNTY Jackie Rains 423-743-4146 Jackie.Rains@tn.gov	Shipping 100 Fiddlers Lane Erwin, TN 37650	Mailing 100 Fiddlers Lane Erwin, TN 37650

* Regional Manager temporarily filling in as point of contact.



RESEARCH



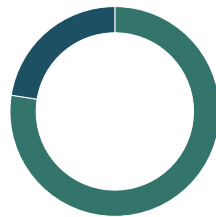
2022 DOMESTIC VISITOR ANALYSIS

Domestic travelers who have visited Tennessee in 2022

SIZE OF TENNESSEE OVERNIGHT TRAVEL MARKET - ADULTS VS. CHILDREN

Total Overnight Person-Trips

63.5 MILLION



■ ADULTS
78% 49.2 MILLION

■ CHILDREN
22% 14.3 MILLION



OVERNIGHT BASE SIZE
5,281



DAY BASE SIZE
2,339



Explore the characteristics of Tennessee visitors based on the updated Longwoods International visitor survey.

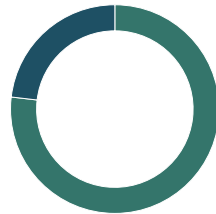


INDUSTRY.TNVACATION.COM

SIZE OF TENNESSEE DAY TRAVEL MARKET - ADULTS VS. CHILDREN

Total Day Person-Trips

76.9 MILLION



■ ADULTS
77% 59.1 MILLION

■ CHILDREN
23% 17.8 MILLION

DIG DEEPER INTO THE VISITOR PROFILE

TN Department of Tourist Development partners with Longwoods International and their Travel USA® survey to develop a profile for Tennessee visitors in 2022. The data in this report is useful for partners and DMOs who may not have access to a visitor profile for their local community. The survey responses help DMOs and partners understand:

- The markets sending the most visitors to Tennessee
- The demographics and travel party profile (size, makeup, etc.) of visitors
- The reasons people travel (visiting friends and family, business, etc.)
- The types of activities Tennessee visitors enjoy, and how those activities differ for day and overnight travelers.
- How Tennessee ranks in key categories against the rest of the U.S.



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Source: Longwoods International Travel USA® Survey



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ADMINISTRATION SERVICES

Administrative Services is committed to providing best-in-class customer service and professional business support to our stakeholders while being good stewards of tax dollars. The division responds to over 8,000 requests annually. These range from individual travelers wanting maps, guides and various travel-related information to bulk requests by partner travel and tourism organizations. Additionally, the team manages the Tourism Information phone line as well as distribution services for the Official Tennessee Vacation Guide, State Highway maps and other printed marketing collateral.



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NOTES



TENNESSEE

TNVACATION.COM

CO-OP PROGRAM



2022-2026

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OVERVIEW

Tennessee Co-op Programs serve the mission of driving travel to Tennessee while also providing benefit partners with varying budgets and product offerings. These offerings are designed for TDTD and TDTD Partners July 2022 - June 2026.

The most up-to-date listing of Co-op programs can be found at industry.TNvacation.com.

GOALS & OBJECTIVES OF CO-OP PROGRAMS:

- 1. Exposure & Awareness
 - 2. Website Traffic
 - 3. Lead Generation
-

PARTNER REQUIREMENTS:

Must include at least one TDTD target markets:

Atlanta, GA	Denver, CO	Little Rock, AR
Austin, TX	Detroit, MI	Louisville, KY
Baltimore, MD	Evansville, IN	Minneapolis, MN
Birmingham, AL	Greenville, SC	New Orleans, LA
Boston, MA	Huntsville, AL	Orlando, FL,
Charleston, SC	Indianapolis, IN	St. Louis, MO
Charlotte, NC	Jackson, MS	Tampa, FL
Chicago, IL	Jacksonville, FL	Raleigh, NC
Cincinnati, OH	Kansas City, MO	Washington DC
Dallas, TX	Lexington, KY	

Matching funds cannot be used in TN.

Must work directly with vendors to implement and manage campaigns.

Billing will be handled directly between partner and vendor.

PROGRAM SUMMARY

CATEGORY	VENDOR	PARTNER BUY-IN	TIMING	SPECIAL OFFER
Print	American Road	\$5,850	Anytime	25% discount
Print	Blueridge	\$9,990	3-issue/6-months	(min) \$9,990 -\$15,000 (max)
Print	Farm Flavor Media	\$2,380	4 issues annually	State buys-in at \$1,000 based on partner publication choice
Print	Garden & Gun	\$6,875	1 issue annually	
Print	Southern Living	\$14,060	South's Best (deadline: Jan 2024)	30% discount (2 partners required)
Print	Southern Travel + Lifestyles	\$4,478	6 issues annually	
Print	RoadRUNNER Motorcycle Touring & Travel	\$2,500 - \$16,000	Fall	
Digital	ADARA	\$5,000 - \$20,000+	Anytime	25% AV match
Digital	Advance Travel + Tourism	\$1,500	Anytime	
Digital	Expedia	\$4,000 - \$10,000	Spring and Fall Features	
Digital	Miles Partnership	\$14,000 - \$18,000	Three month packages	For larger counties
Digital	Orange 142	\$0	Anytime	
Digital	Sojern	\$3,000+	Anytime within each fiscal year	1:1:1 match
Platform/Tool	ADARA	\$5,000 - \$20,000+	Fiscal Year	10-15% discount on measurement tools
Platform/Tool	AirDNA	\$5,400+	Fiscal Year	25% discount annually
Platform/Tool	Arrivalist	\$25,000+	Fiscal Year	12.5-20% discount
Platform/Tool	Crowdriff	\$0+	Fiscal Year	25% discount annually
Platform/Tool	Media Graph	\$950+	Fiscal Year	20% discount on all plans
Platform/Tool	Travefy	\$0	Fiscal Year	
Platform/Tool	Visa Vue	\$35,000+	Fiscal Year	20% discount for DMOs only
Influencer	Happy Friday	\$10,000	Fiscal Year	
Social	Strike Social	\$80,000	Fiscal Year	



THE POINTS OF CONTACT FOR EACH PROGRAM ARE LISTED ON THE PROGRAM'S DESCRIPTION PAGE.





PRINT

AMERICAN ROAD

For 20 years, American Road magazine has delivered entertaining and in-depth stories about historic highways and the people and places that make them great. They offer print, digital, broadcast and email marketing. In 2021, American Road was named in the “Top 10 Travel Magazines” by Magazinline.com. Itineraries on Americanroadmagazine.com remain popular with visitors to the website.

Who can participate? All partners

Timing: American Road magazine deadlines:

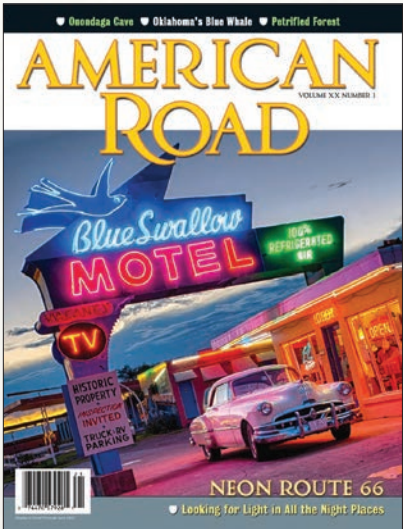
- 10th of February, May, August and November.
- Digital: Deadlines vary depending upon the activation date of the campaign.

TDTD Investment:

- When TN Vacation purchases a full-page ad, TN partners receive 35% off print/display ad rates and exclusive discounts on digital, broadcast and email campaigns.

Partner Benefits:

- Exclusive discounted rates on all American Road opportunities.
- Road.Travel story itineraries are produced using content provided by the client following a standardized format, or (for \$1,950 per itinerary) created by Road.Travel with client consultation.
- Road.Travel will digitize, automate, and activate curated road trip content, and deliver itinerary widgets and QR codes for clients to use on their assets. Story itineraries will be actively promoted by American Road and the Road.Travel platform for 12 months.



Tennessee COOP Partner American Road Print Rates

Print pricing includes digital value-added benefits (Includes: Social, opt-in leads, video and visitor guide presence on American-roadmagazine.com) worth \$3,000 per quarter. Additional TN Partner discounts are offered for select digital, broadcast and email marketing opportunities.

Ad Size	Listed Rate	NET (1x)	NET (2x)	NET (3x)	NET (4x)
Full Page	5,350	3,477	\$3,407 x 2	\$3,303 x 3	\$3,233 x 4
½ Page	3,175	2,063	\$2,021 x 2	\$2,909 x 3	\$1,918 x 4
1/3 Page	2,115	1,374	\$1,346 x 2	\$1,305 x 3	\$1,277 x 4
¼ Page	1,600	1,040	\$1,019 x 2	\$988 x 3	\$967 x 4
1/6 Page	1,070	\$695	\$681 x 2	\$660 x 3	\$646 x 4

TENNESSEE COOP PARTNER STORY ITINERARY (ROAD TRAVEL) RATES INCLUDES PROMOTION FOR 12 MONTHS	PARTNER RATE (NET)	NON-PARTNER RATE (NET)	PARTNER DISCOUNT	PARTNER DISCOUNT WITH 4X PRINT BUY IN AMERICAN ROAD
1-5 Itineraries (price per itinerary)	\$5,850	\$7,800	25%	30%
6-20 Itineraries (price per itinerary)	\$4,875	\$6,500	25%	30%
20+ Itineraries (price per itinerary)	\$4,387	\$5,850	25%	30%



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Becky Repp, Sales Manager, American Road Magazine
becky@americanroadmagazine.com | Mobile: 206.369.5782

BLUERIDGE COUNTRY

Blue Ridge Country is an award-winning bimonthly regional magazine covering travel, history, food, festivals, outdoors and the environment in the mountains of seven southern states.

Who can participate? DMOs, hotels and attractions

Timing: 3 consecutive print ads (6 month flight of partner’s choosing)
+ online sponsored content

Partner Benefits:

- Below rate card pricing
- Multi-issue buy to drive frequency
- Custom content created by Blueridge Country
- AV display and newsletter placements to support online content
- Custom leads from reader service team
- Direct website link in digital edition



**DISPLAY ADVERTISING
ALTERNATES
W/ SPONSORED CONTENT**

First display ad can start anytime, but ads must run consecutively. 1/3 display option not pictured at right.

Print #1

+

Print #2

+

Print #3

+

Digital & Social

Full Page
7.25" x 9.5"

OR

1/2 Horizontal
7.25" x 4.625"

Full Page
Sponsored
Content

Full Page
7.25" x 9.5"

OR

1/2 Horizontal
7.25" x 4.625"

Online
Sponsored
Content

PARTNER INVESTMENT	PRINT AD SIZING
\$9,990	1/3 page (x2)
\$11,000	1/2 page (x2)
\$15,000	Full Page



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:
Cynthia Bruggeman, Associate Publisher, Blue Ridge Country
CBruggeman@leisuremedia360.com | 970.445.0599

GARDEN & GUN

A unique community of readers look to Garden & Gun to experience the magic of the South — whether their passion lies with the sporting culture, protecting the land, gardening, travel, the arts, or the food and drink realm. Readers hail from all 50 states and know that Garden & Gun is relevant no matter where they live.

Who can participate? DMOs, hotels and attractions

Timing: 1x annually, June/July Travel Issue

TDTD Investment: \$54,000 (full-page brand ad + custom advertorial)

- Discounted ad space from rate card (54%)
- Provides discounted ad space for partners (limit 1 additional co-op page, open to four partners)
- Ad pages will run adjacently, creating a bigger inbook impact

Partner Benefits:

- The state of Tennessee and participating partners will make a bigger splash in issue when running adjacently
- Ads designed by G&G resulting in a cohesive high-impact unit
- Discounted ad space



PARTNER INVESTMENT	*MINIMUM PARTICIPATION	CIRCULATION	KEY DATES
\$6,875	4 partners	National, 1.6M Subscribers	Space Close: 2/29/2024 Material Due: 3/7/2024 National On-Sale: 5/21/2024



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Tanya Scribner, Owner Scibner Media Services
tanya@scribmedia.com | 214.734.6310

FARM FLAVOR MEDIA

Farm Flavor Media, a division of Journal Communications, is a full-service consumer lifestyle publishing company focusing on foods/cooking, the local family farms/businesses producing these foods and travel/tourism. Farm Flavor Media utilizes the best print and digital tools to positively influence consumers' views toward food production, farming and your brand.

Who can participate? All partners

Timing: 4x annually

TDTD Investment:

- \$10,000 in matching funds for partners to use on a print ad in any of the Farm Flavor media publications. (Cannot be combined with the program the Rural Outreach team is already subsidizing)

Partner Benefits:

- State buys-in at \$1,000 based on partner publication choice
- Print buy down in publications located in North Carolina, Florida, Indiana, or Mississippi (Full page/half page options)



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Bob Midles, Senior Integrated Media Manager, Farm Flavor Media
 bmidles@farmflavormedia.com | Office: 615.771.0080 | Direct: 615.771.5567

SOUTHERN LIVING

Southern Living celebrates the essence of life in the South, covering the best in Southern food, home, travel and style. SL is the 7th largest paid monthly title in the country and reaches nearly 3 in 4 Southerners.

Who can participate? DMOs, hotels and attractions

Timing: 1x annually

TDTD Investment: \$60,000 + (full-page ad + \$10,000/additional co-op page, cost assumes 2 additional pages)

- Discounted ad space from rate card (70%)
- Provides discounted ad space for partners (limit 2 additional co-op pages)
- Ad pages will run adjacently, creating a bigger inbook impact
- Added value offerings

Partner Benefits:

- Added value offerings included as part of larger program:
 - TN Travel Email, Bonus Listing + Leads
 - The state of Tennessee and participating partners will make a bigger splash in issue when running adjacently
 - Discounted ad space



	PARTNER INVESTMENT	PARTNER DISCOUNT <i>on top of 70% discounted ad space</i>	*MINIMUM PARTICIPATION	CIRCULATION	KEY DATES
1/2 Page	\$15,000	30%	2 partners	Alabama, Georgia, Midwest, North Carolina, South Carolina, Tennessee (1.2MM)	Space Close: 1/17/2024
1/3 Page	\$10,000	25%	3 partners		Materials Due 1/24/2024
1/6 Page	\$5,000	15%	6 partners		

**Can accept different variations of buy-ins to reach full-page requirements (for example, one 1/3-page ad and four 1/6-page ads)*

**Max participation limited to 2 full pages*

***Partner Discount Note: discounts are already factored into partner investment amounts*



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

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SOUTHERN TRAVEL + LIFESTYLES

Southern Travel + Lifestyles is the magazine for people who love the spirit of the South. For well over 25 years, ST+L have been digging into everything that makes the South a destination worth exploring. Readers get refreshing stories on towns and cities, food and drink, and so much more. ST+L publication is distributed nationally to more than 270,000 discerning Southern travelers.

Who can participate? DMOs, hotels and attractions

Timing: 6x annually

TDTD Investment: \$7,463 + (6 issues - full-page ad + 25% buy down for additional co-op page)

- Package includes design and layout of ad
- Proof emailed prior to publication
- Advertorial content
- National exposure

Partner Benefits:

- \$995 discounted rate for 6 issues



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Holley Geddes, Sales Manager, South Shore Media Group

holley@southshoremediagroup.com | Office: 615.791.1066 | Mobile: 941.323.8828

ROADRUNNER MOTORCYCLE TOURING & TRAVEL

RoadRUNNER Motorcycle Touring & Travel is America's only print magazine dedicated to motorcycle travel. RoadRUNNER readers are looking for open two-lane roads and love to experience small town charm. They seek out historic areas, sample the local cuisine, enjoy the sights, and stay in local hotels.

Who can participate? All partners

TTTD Investment:

- RoadRUNNER has offered discounted rates for TN Tourism partners for Print opportunities, both custom content, digital newsletters, plus video

Partner Benefits: \$2,500 - \$16,000

- Tier-1 custom video production, 6 min on YouTube; :30 on social.
- Value added full-length touring editorial in RoadRUNNER magazine.



MAKING TN A NATIONAL DESTINATION	OPEN RATE	CO-OP PARTNER RATE
Motorcycle Travel Destinations Guide	\$8,101	\$3,915
Motorcycle Travel Destinations Guide	\$8,101	\$3,915
Touring America's Backroads - Keepsake Collector's Edition On newsstands September through December	\$4,990	\$3,000
Newsletter Title Sponsorship "TOGETHER WITH" (47,000 Subscribers)	\$1,500	\$1,250
Newsletter Banners (47,000 Subscribers)	\$1,250	\$1,000
Custom Newsletter - Dedicated Message	\$2,500	\$2,000
Promoted Website Editorial - Pinned to top for one month	\$3,300	\$3,000
Bonus: Facebook and IG Posts	\$600	Added Value
Custom Touring Video - Full hospitality tourism video	\$16,500	\$14,000*

*Actual video rate TBD



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

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A close-up, artistic photograph of a person's hands playing an electric guitar. The lighting is dim and moody, with a strong purple and blue color cast. The background is filled with out-of-focus bokeh lights, suggesting a stage or concert setting. The word "DIGITAL" is written in a white, hand-drawn, brush-stroke font in the lower right corner.

DIGITAL

ADARA

Utilize Adara data to target exclusive travel data and optimize campaigns to drive additional bookings to your destination.

Who can participate? All partners

Timing: Any time

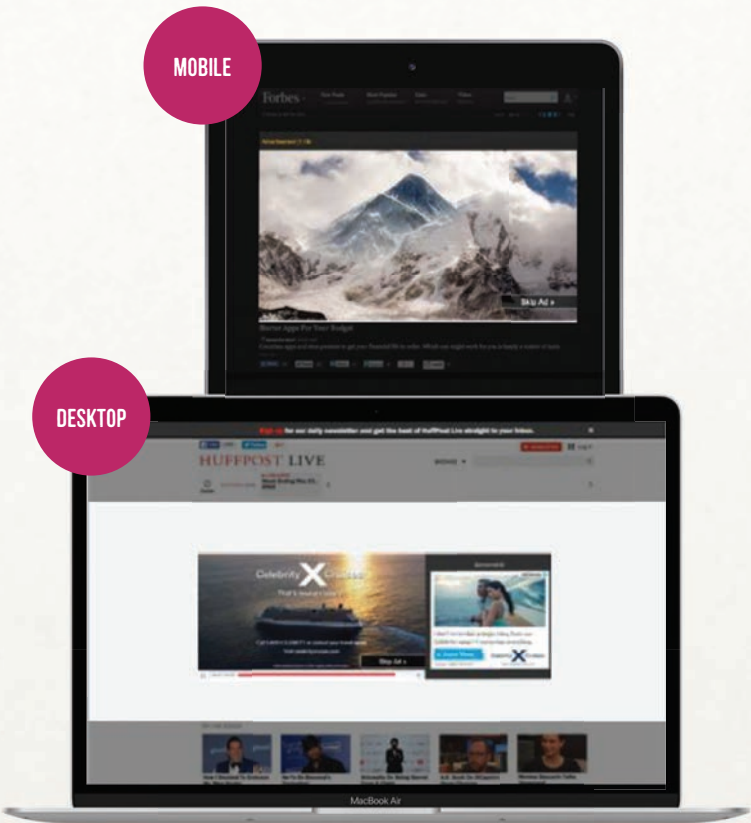
Discounted Media buys as a member of Tennessee co-op campaigns.

No Required TDTD investment

- Target Travelers actively in market to travel
- Display, Video and Native campaign options
- Flexible investment levels
- Reporting

Partner Benefits:

- Discounted media plans
- Plans can be initiated at any time
- Campaign management and support from Adara



PACKAGE #1 — BASIC DISPLAY	PACKAGE #2 — MID-LEVEL	PACKAGE #3 — HIGH VALUE
\$5k-\$10k monthly investment 2 month minimum 25% Added Value match	Display, Native and/or Video (select one or 2 tactics) \$10k-\$20k monthly investment 2 month minimum 50% Added Value match	Display, Native, and/or Video \$20k+ monthly investment 2 month minimum 75% Added Value match



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:
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sarah.kahn@adara.com

ADVANCE TRAVEL & TOURISM

Advance Travel and Tourism specializes in reaching travelers across a variety of tactics. They have provided custom programs to help TN partners activate across social, display, audio, video and CTV.

Who can participate? All partners

TDTD Investment: up to \$90,000 matching funds/year

- The matching increments will be awarded on a first come, first served basis and a partner can select multiple slots. \$15,000 in matching funds per partner.
- Once state matching dollars are claimed, partners can still take advantage of curated programs through Advance Travel and Tourism.
- Vendor will provide full service support from campaign activation to insights, reporting and billing.

Partner Benefits:

- 1:1 value match on plans during the program duration, matching funds first come, first served.
- Plans can be initiated at any time.
- Campaign management and support from Advance Travel and Tourism including reporting and analytics (with necessary pixel placement implemented at campaign launch).

**LAT/LONG - GEOFENCING
DIGITAL DISPLAY**



DATA-
DRIVEN
INSIGHTS



AUDIENCE
ENGAGEMENT
STRATEGY



EXCEPTIONAL
DELIVERY &
RESULTS



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Jacquelyn M. Blackwell, Regional Sales Manager
JBlackwell@al.com | 334.201.0 531

ADVANCE TRAVEL & TOURISM (CONT.)

Target in-market and out-of-market vacationers' mobile devices with ads in locations (attractions, condo buildings, shopping malls, etc.)

- 150,000 impressions per month x 3 months: \$1,500/month
- 225,000 impressions per month x 3 months: \$2,250/month
- 300,000 impressions per month x 3 months: \$3,000/month

SEARCH DIGITAL DISPLAY:

Target your ideal vacationers low in the purchasing funnel for travel to with contextual targeting available, along with standard and responsive ads.

- 300,000 estimated impressions per month x 3 months: \$900/month
- 450,000 estimated impressions per month x 3 months: \$1,350/month
- 600,000 estimated impressions per month x 3 months: \$1,800/month

MOBILE PUSH NOTIFICATION ADS

Target in-market vacationers' mobile devices with push notification ads in densely populated physical locations (museums, retail shops, restaurants, etc.)

- 1,200 engagements x 3 months: \$3,000/month
- 1,500 engagements x 3 months: \$3,750/month
- 2,000 engagements x 3 months: \$5,000/month

TIKTOK TARGETED ADS

Target younger vacationers with paid video or static ads on one of the hottest social media platforms, TikTok. Target based on age, interests, and geography; several CTAs available.

- 100,000 estimated impressions per month x 3 months: \$1,000/month
- 200,000 estimated impressions per month x 3 months: \$2,000/month
- 300,000 estimated impressions per month x 3 months: \$3,000/month

Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs.

CTV/OTT

Reach your ideal vacationers while they are streaming long form video content. Can be interest targeted and geo targeted. Delivers on TVs, mobile devices and computers.

- 83,000 impressions per month x 3 months: \$3,000/month
- 136,000 impressions per month x 3 months: \$5,000/month
- 194,000 impressions per month x 3 months: \$7,000/month

ETW CONTEST PACKAGE (INCLUDING DIGITAL DISPLAY AND SOCIAL PROMO ADS)

Target your ideal vacationers with an incentive to visit. We create the contest page and promote it via social and display. Client to provide prize package.

- FB/Insta promotion + 100,000 targeted impressions: \$2,600 total
- FB/Insta promotion + 200,000 targeted impressions: \$3,400 total
- FB/Insta promotion + 300,000 targeted impressions: \$5,200 total

IT'S A SOUTHERN THING

Partner with a social audience that has over 2 million followers and incredible engagement. Facebook.com/ItsASouthernThing. Lead Generation Campaign with content.

Limited to 3 partners per year (DMO and attraction only).

Content/Quiz Creation, Post and Boost of contest/quiz, 1 Sponsored Article, 3 Newsletter Sponsorships, 1 Instagram Share.

\$10,750 total.

Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs.

*Billed in a one time installment

AUDIENCE FOCUSED PACKAGES

At Advance Travel and Tourism, we take an audience-first approach when building out comprehensive and effective digital marketing campaigns. We know that each of you have different ideal audiences and budget sizes, so for that reason we have put together 4 pre-built and customizable campaigns to meet your marketing goals. Each package below offers a unique way to reach your ideal travelers in the places that they spend the most time online. We always offer free creative services for display and social. Each audience below can be targeted in up to 3 different markets of your choice. We have found that these 4 audience groups align extremely well with Tennessee travelers. All packages below are billed evenly over 3 months.

MUSIC LOVERS

\$15,000

Steve and Helen have three grown kids and four grandkids who live across the U.S. They are both retired and typically hit the road once or twice a month to explore new places and visit family. They love music and music history and spend much of their time looking for their next great musically inspired destination. They use their iPad to research and plan their next trip — inspired by the PBS series Ken Burns' Country Music, streams of the Grand Ole Opry, and ads they see on their local news and information websites. They are heavy Facebook users to keep up with their growing family.

This package includes:

- Paid Social Focused on Facebook
- CTV/OTT
- Contextually Targeted Display
- Spotify Audio/Display

THE FOODIES

3-month campaign \$19,800

Katie and John have a double income and no kids. They love to travel in their spare time — usually taking road trips where they can explore new places along the way. When Katie and John travel, they spend their time trying new foods and immersing themselves in each small town just like a local. When they aren't working or traveling, they spend their time looking up recipes to cook at home, following their favorite chefs on Instagram, researching How-To videos on YouTube, streaming their favorite cooking shows, and jamming out to music while they drive to and from.

This package includes:

- Paid Social Focused on IG
- YouTube Non-Skippable Video Distribution
- CTV/OTT
- Spotify Audio/Display

OUTDOOR/ADVENTURE FAMILY

\$15,000

Stan and Sally have twin boys who love baseball. They travel for sports tournaments and outdoor activities, always looking for the next weekend adventure. They travel year-round and enjoy activities like visiting state parks, kayaking, hiking, cycling, and kid's attractions like Zoo Knoxville or the Discovery Park of America. When they aren't traveling, their days are filled with working from home, schoolwork research, online shopping, and streaming music.

This package includes:

- Paid Social Showcasing Video and UGC
- YouTube Non-Skippable Video Distribution
- Contextually Targeted Display
- Spotify Audio/Display

THE HOLIDAY CELEBRATORS

2-month campaign \$10,000

The Holden family loves to travel for holidays: Christmas, Thanksgiving, Memorial Day, 4th of July — you name it. With three kids between the ages of 10-15, they can do just about anything anywhere. Their travel activities range from putt-putt golf to amusement park visits, walking trails, fireworks shows, and even festivals. When school is out, you can bet they are on the road. They are a fast-paced family, with little time to relax. You can find them on mobile devices checking social media, watching videos or browsing the web.

This package includes:

- Paid Social to promote events
- YouTube Non-Skippable Video Distribution
- Mobile App Display

Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs.

EXPEDIA

Tennessee will sponsor a state landing page with featured placements available to up to 23 partners.

Who can participate? DMOs, Hotels, Attractions, and Restaurants/
Restaurant Groups

TDTD Investment: \$100,000

- Target TN Travel intenders and competitively conquest TN competitor destinations
- High exposure display campaigns that will run across Expedia Group Media Solutions
- Multiple Investment Levels
- Reporting provided at the composite campaign level

FAQ

- Invoicing can be completed at the start or end of the campaign, you will receive one invoice for your full campaign contribution.
- Landing page position will be determined on a first come, first served basis.
- Once pages are live, content cannot be updated. In urgent cases/special circumstances, Expedia will evaluate on a case-by-case basis.
- Campaign management and support from Expedia - will include one report post campaign.



PRESENTING TIER

Available for most exposure on landing page and influences the hero image behind the search bar. Sponsored by Tennessee Tourism

Cost: \$50k

FEATURED TIER

Available for high exposure on landing page. Up to 8 advertisers.

Cost: \$10k

STANDARD TIER

Available for most efficient exposure on landing page. Up to 15 advertisers.

Cost: \$4k



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Mary Elizabeth Mosby, Sr. Business Development Manager
mamosby@expediagroup.com | 901.430.2948

MILES PARTNERSHIP

Miles Partnership is pleased to offer the Tennessee Department of Tourism the Destination Optimization Program (Google DMO Program) as part of the Tennessee Tourism All-Partner Co-op 2022-2026. Destination Optimization is a foundational initiative for DMOs aimed at improving the quality of their market's organic representation across the major travel search and planning products, particularly Google.

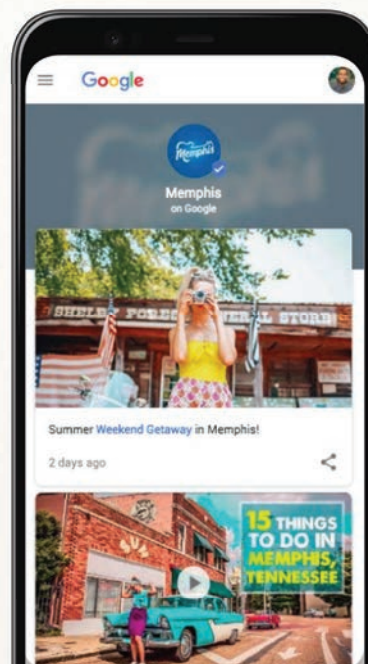
Who can participate? All partners

No Required TDTD investment

- Target Travelers actively in market to travel
- Flexible investment levels
- Reporting

Partner Benefits:

- Discounted programs available for DMOs, Small Rural DMOs, Metro counties & Regional DMOs.
- There is no minimum level of participation for Miles Partnership to provide this program.
- Miles Partnership works directly with DMOs to execute this program and will handle all billing directly. DMOs will be invoiced on the completion of the program.
- Added Value: Access to the Tennessee Department of Tourism-branded Google Business Profile Checkup self-assessment tool and Tourism Marketing Toolkit online resources.



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Kim Palmer, Destination Optimization Program Director
 Kim.Palmer@MilesPartnership.com | Direct: 941.342.2312 | Mobile: 941.224.6888

MILES PARTNERSHIP (CONT.)

PROGRAM SUMMARY

Comprehensive Destination Audit

The Audit demonstrates how visitors are searching for a destination and uncovers what they find when they do. This is critical to identifying the opportunities to improve the representation of their market. The evaluation includes:

- **Google Travel**
 - Top Things to Do (Up to 100 listings audited for listing completeness, whether claimed, photo quality)
 - Hotel Finder
 - Vacation Rentals Finder
 - Recent photos
- **Google Maps & Street View**
- **Business Listings on Google, Yelp & TripAdvisor**
 - Completeness of critical data, hours & health/safety measures
 - Whether claimed by the owner
 - Missing/closed/temporarily closed

Activation Program

Miles provides the action steps needed to optimize the destination's presence over the course of Activation to:

- Identify and address priority optimization action items
- Improve the completeness of local business listings
- Add missing businesses, points of interest & facilities
- Identify critical missing images
- Create branded, trackable distribution of DMO's high-quality

photos on Google

- Remove low-quality images from Google
- Train DMO team on Destination Optimization tools & best practices
- Provide updates on what's new in Destination Optimization
- Obtain access for the DMO to maintain listings for locations they manage
- Provide a loan program for a Google Pixel phone and options for 360 camera loan and training
- Deliver results reporting

Industry Education & Support

Local businesses' Google Business profile is their single largest source of organic visibility online. Google Business Profile Manager is foundational for businesses to reach their customers and inspire confidence and conversion. This program will provide digital upskilling for businesses (no limit on attendees) through:

- Two one-hour virtual training workshops for local businesses. This content can also be delivered in-person in a single session. Recordings of the sessions will be provided for distribution to those who could not attend.
 - Inspiring Confidence with Online Listings — Outreach for this session should focus on businesses from the audit that were unclaimed and incomplete.

- What is your Google business profile
- How is it surfaced in Google search and travel products
- Other critical online listings to your business
- Claiming and verifying your business profile on Google, Yelp & TripAdvisor
- Keeping core business information current
- Overview of tools available in Google Business Profile Manager
 - Google Business Profile Manager: Maximizing Exposure — This session is ideal for anyone who is using GBPM, whether newly or with more experience (such as those complete and claimed in the audit)
- Utilizing Posts for updates
- Responding to reviews
- Managing images, 360s & video
- Responding to customer questions
- Understanding Insights data
- One-on-One Business Support — Office Hours for businesses to meet directly with Miles for troubleshooting and support
- ADDED VALUE: Through the Tennessee Department of Tourism Rural Program contract, all Tennessee DMOs and businesses have access to the Tennessee Department of Tourism-branded Google Business Profile Checkup self-assessment tool and Tourism Marketing Toolkit online resources

MILES PARTNERSHIP (CONT.)

Measurement

The delivery of this program will be measured by the following criteria:

- Influence more touch points across major planning platforms (Google, Yelp and TripAdvisor) to help inform consumers’ critical purchase decisions.
 - Individual areas of opportunity for destinations will be identified in the audit and addressed in the activation.
- Decrease the amount of missing or incorrect business listings on Google
 - Suggested edits and other action items (including addition of missing listings) will be tracked and their resolution reported on. Before and after completeness % of listings will be reported on.
- Empower local tourism industry partners with educational tools to optimize local businesses in their regions and decrease the amount of unclaimed business listings on Google.
 - Business attendance at education sessions, engagement with Miles’ office hours, videos views and the Digital Marketing Toolkit will be tracked. Before and after unclaimed business % will be reported on.
- Increase number of high-quality images attached to business listings on Google
 - All images submitted to Google as a part of this program will be tracked and their cumulative views reported to the DMO.

TIER 1: Metros, Counties & Regional DMOs \$12,600 (30% discount on \$18,000)	TIER 2: Single-Market DMOs \$9,800 (30% discount on \$14,000)	TIER 3: Small/Rural DMOs
<ul style="list-style-type: none">• Up to 1,000 business listings audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels)• Up to 200 DMO-owned images added to locations on Google Maps• Option of in-market business training day - +\$2,200	<ul style="list-style-type: none">• Up to 500 business listings audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels)• Up to 150 DMO-owned images added to locations on Google Maps• Option of in-market business training day - +\$2,200	<ul style="list-style-type: none">• Currently provided at no cost to qualifying counties via the Tennessee Department of Tourism Rural Outreach Division

ORANGE 142

Orange 142 specializes in digital media solutions, offering expertise in social, lead generation, and awareness tactics to drive marketing goals.

Who can participate? All partners

TDTD Investment: No state buy-in (discounted media only)

- Provides partners with discounted rates for paid social, lead generation, paid search and streaming radio campaigns
- Media management, reporting and billing all handled by Orange142

Partner Benefits:

- Discounted rates for duration of program
- Campaign management and support from Orange 142
- Expertise in implementation of self-serve campaigns
- No minimum investment to participate

LEAD GENERATION

DURATION	EST. PARTNER REACH	PARTNER RATE
2-3 months	10,000 leads	\$10,000
2 months	3,000 leads	\$5,000
1 month	500 leads	\$1,000

Standard Rate Card: \$2.50 CPL

TDTD Co-op discount \$1-\$2 CPL

- Participating partner to provide desired leisure audience and geolocation.
- Orange142 will provide a list of consumers names, email, and mailing addresses who are interested in receiving email newsletter and/or visitor guides.
- Meeting Planner contacts can be provided as an added value to leisure lead generation campaigns.

PAID SEARCH

DURATION	EST. PARTNER REACH	PARTNER RATE
12 months	Dynamic — Optimized toward lead generation	\$10,000
6 months		\$5,000
3 months		\$1,000

Standard Rate Card: 40% management fee

TDTD Co-op discount: 25% management fee

- Management fee is factored into totals above with no additional charges incurred.
- Platforms supported: Google, Bing
- All buys include a real-time reporting dashboard as added value.



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Emily Parli, Senior Digital Sales Manager
Emily@Orange142.com | 808.223.5840

ORANGE 142 (CONT.)

SOCIAL

DURATION	EST. PARTNER REACH	PARTNER RATE
2-3 months	833,333+ impressions	\$10,000
2 months	416,667+ impressions	\$5,000
1 month	83,333+ impressions	\$1,000

Standard Rate Card: \$15 CPM

TDTD Co-op discount \$12 CPM*

- Platforms supported: Facebook, Instagram, Twitter, Snapchat, LinkedIn and Pinterest.
- Orange 142 will need social account access to implement social campaigns.
- All buys include a real-time reporting dashboard as added value .

STREAMING RADIO

DURATION	EST. PARTNER REACH	PARTNER RATE
2-3 months	400,000+ impressions	\$10,000
2 months	200,000+ impressions	\$5,000
1 month	83,333+ impressions	\$1,000

Standard Rate Card: \$35 CPM

TDTD Co-op discount: \$25 CPM*

- 1 week lead time needed for audio ad production, available for an additional \$300.
- Inventory availability across Spotify, Pandora, iHeartRadio, Local streaming radio channels, SoundCloud and more.
- All buys include a real-time reporting dashboard as added value.

***Discounted CPMs include management fees.**

SEO & CONTENT PLAN — 6 MONTHS

PLACEMENT	CONTRACTED REACH
6 month SEO program	Monthly SEO Optimization
Monthly Visitor Analytics Partners	Monthly Report
2 Custom Written Articles	Content Development, 2 custom articles (500-750 words)
Search Based Display	4,500+ Clicks to site
Media dashboard reporting interface	Value Add

Standard Rate Card: \$20,000

TDTD Co-op discount \$10,000

SEO & CONTENT PLAN — 3 MONTHS

PLACEMENT	CONTRACTED REACH
3 month SEO program	Monthly SEO Optimization
Monthly Visitor Analytics Partners	Monthly Report
2 Custom Written Articles	Content Development, 2 custom articles (500-750 words)
Search Based Display	2,500+ Clicks to site
Media dashboard reporting interface	Value Add

Standard Rate Card: \$10,000

TDTD Co-op discount \$5,000



- SEO program designed to be specific to each destination partner. Includes 3 or 6 months of ongoing SEO support. The program will include a monthly visitor analytics report.
- Orange 142 will work with TN partners to create a custom article(s) tailored to the destination and SEO program.
- Search based display will target consumers who are actively searching for your specific services and/or destination. Leverages learnings from SEO programs to create a custom keyword list.

ORANGE 142 (CONT.)

MULTICULTURAL AND DIVERSITY ADVERTISING

We’re normalizing diversity in digital advertising one ad dollar at a time. Let Orange142 help you support your DEI budget commitments and drive spend while you’re at it.

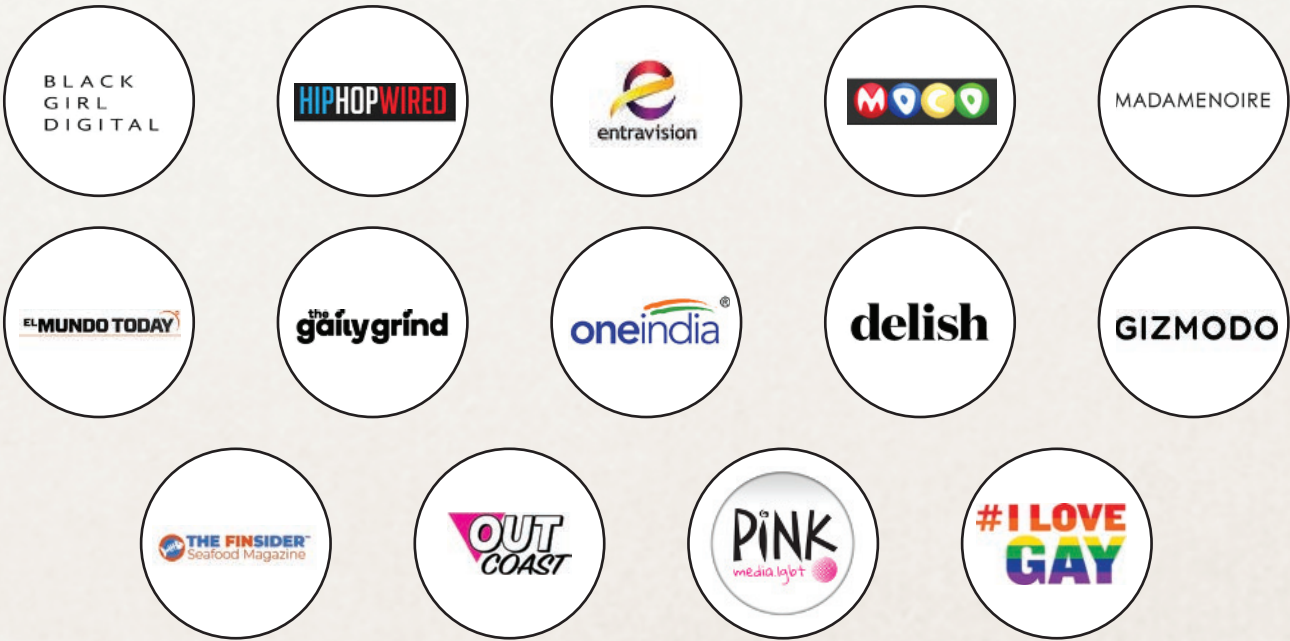
Orange142 has over 40 data integrations within our advertising platform that can be utilized to build audience personas and advertising targeting segments for a variety of multicultural audiences and demographics. Additionally, in collaboration with our sister company, Colossus SSP, we have exclusive access to multicultural and minority owned websites, publishers and domains that we can leverage to maximize digital advertising engagement and relevant reach. This collaboration both allows us to access unique audiences but, also prioritize the inventory of community publishers and **put the dollars back in their pockets.**

PLACEMENT		RATE/DISCOUNT	CONTRACTED REACH
	Display/Retargeting	\$10.00/\$6.00 CPM	1,666,667 + Impressions
	Media Dashboard Reporting Interface	Value Add	Value Add

\$10,000 (40% DISCOUNT)

EXAMPLE SAMPLE SITE PLACEMENTS

(Features a wider range of minority-owned sites)



ORANGE 142 (CONT.)
MULTICULTURAL AND DIVERSITY ADVERTISING

MONTHLY SERVABLE AUDIENCE REACH BY MARKET

TENNESSEE

DMA	AFRICAN AMERICANS	HISPANICS	ASIAN AMERICANS	LGBTQ
Chattanooga (TN)	6,110,400	7,862,640	2,197,680	218, 120
Kingsport (TN) Johnson City (TN) Bristol (TN)	4,350,960	5,115,360	1,655,280	178,800
Knoxville (TN)	7,248,240	9,570,240	2,940,720	295,680
Memphis (TN)	11,096,640	14,752,320	4,084,080	426,000
Nashville (TN)	14,487,600	18,178,080	6,267,840	535,440

**Specific States/DMA's Can Be Pulled on Request*

SOJERN

Sojern is a digital media partner that specializes in traveler paths to purchase data across display, native and video executions.

Sojern’s Digital Co-Op Program provides 1:1 value match between Tennessee, its partners, at discounted media rates. Plans can be customized based on available assets and funds for each co-op participant.

Who can participate? DMOs, Hotels, Attractions, and Restaurants/Restaurant Groups.

Matching funds capped at \$30,000 per partner, after cap is reached partners can still utilize discounted rates.

TDTD Investment: up to \$200,000 matching funds/year

- The matching increments will be awarded on a first come, first served basis and a partner can select multiple slots. \$30,000 in matching funds per partner.
- Once state matching dollars are claimed, partners can still take advantage of discounted rates (33% discount on standard rates) with Sojern through the TDTD co-op program.
- Sojern will provide full service support from campaign activation to insights, reporting and billing.

Partner Benefits:

- Ongoing access to program
- 1:1 value match on plans during the program duration in addition to discounted co-op pricing after all matching funds have been awarded
- Plans can be initiated at anytime
- Campaign management and support from Sojern including reporting and analytics (with necessarily pixel placement implemented at campaign launch)

Plans are fully scalable and can be customized based on partner needs, 3mo. minimum

Example Allocations	\$1,000/mo	\$2,500/mo	\$5,000/mo	\$7,500/mo	\$10,000/mo
Monthly Value with TDTD + Sojern Match	\$2,000	\$5,000	\$10,000	\$15,000	\$20,000
Monthly Display Impressions (including match)	400,000	1,000,000	2,000,000	3,000,000	4,000,000
Monthly Native Impressions (including match)	333,333	833,333	1,666,666	2,500,000	3,333,333
Monthly Video Impressions (including match)	Video not recommended at this investment level	Video not recommended at this investment level	714,285	1,071,428	1,428,571



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Todd Schechter, Senior Sales Director, Southeast
todd.schechter@sojern.com | 404.216.2103



A photograph of a church interior, viewed from the front of the sanctuary looking back over the pews. The pews are dark wood and arranged in rows. In the background, there are several tall, narrow stained glass windows with blue and red accents. Above the windows, there is a balcony with more pews. The ceiling is dark with many stage lights hanging from it. The floor is made of light-colored wood. Overlaid on the lower half of the image is the text "PLATFORMS & TOOLS" in a white, hand-drawn, brush-stroke font.

PLATFORMS & TOOLS

ADARA

Who can participate? DMOs, hotels and attractions

TDTD Investment: existing Adara contract (\$63,000) - Discounts on Adara platform fees as a portion of Tennessee's existing contract.

PACKAGE #1 — INTRODUCTORY

10% reduction off the standard rate card for one of the measurement programs listed below.

PACKAGE #2 — COMPREHENSIVE

15% reduction off the standard rate card for 2-3 of the measurement programs listed below.

PACKAGE #3 — COMPREHENSIVE

20% reduction off the standard rate card for 4+ of the measurement programs listed below.

TENNESSEE CO-OP RATE CARD		
PROGRAMS	INCLUDES	STANDARD RATE
ADARA Impact	833,333+ Impressions	\$10,000
Market Ecosystem	500 leads	\$1,000
Destination Expenditure Report	Transaction spend across total destination	\$15,000 per
		\$20,000 biannual
		\$35,000 quarterly
CTV Measurement Report	Attribution on CTV campaign	\$15,000 EOC
		\$20,000 mid + EOC
		\$25,000 mid + EOC + attribution window

ADARA impact

Associate your campaign with data hoteliers care about. Provide hard metrics to gain the confidence of elected officials. Satisfy board members who aren't impressed with clicks, likes and views.

- Hotel and flight searches and bookings
- Estimated revenue
- Average daily rates
- Traveler profile information

Market Ecosystem Report

Using real-time transaction data, this report provides context on the effect of your marketing efforts by providing total travel demand to your destination with insights like:

- Complete flight and hotel activity to your destination
- Where travelers are visiting from
- Competitive insights

Destination Expenditure Report

A method to identify and report on travelers' spend using credit card data.

1. Campaign Measurement Report: Travelers who were targeted by your campaigns that are measured in Impact.
2. Destination Report: Travelers who recently visited your destination.

All Destination Expenditure Reports provide in-depth analysis for different segmented travelers across these metrics:

- Amount of total credit card spend
- Number of travelers
- Number of transactions
- Average spend per traveler
- Average spend per transaction
- % of online transactions
- % of online spends

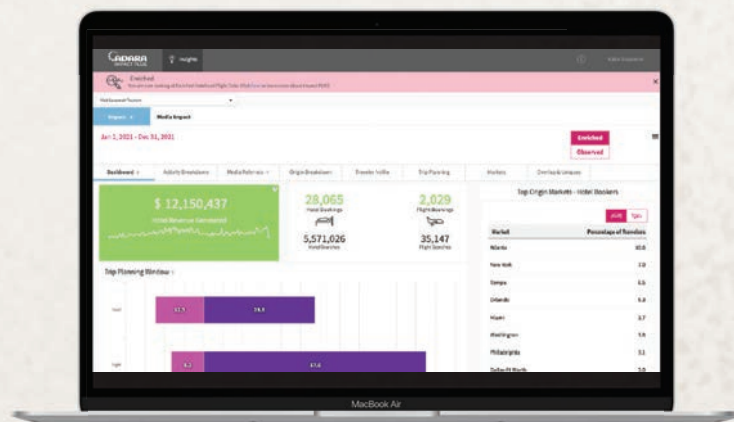
CTV Measurement Report

- Measure CTV campaign performance based on attributed hotel and flight activity
- See where CTV is resonating and where travelers are booking
- Ecosystem data for benchmark performance



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Sarah Kahn, Director, Strategic Partnerships
sarah.kahn@adara.com



AIRDNA

AirDNA has the ability to provide competitive insights on Airbnb and Vrbo rental properties with over 25 key performance metrics such as: Average Daily Rate, RevPAR, Occupancy, Active Listing, Rental Revenue, and Booking Lead Times as the world’s leading provider of short-term rental data and analytics, AirDNA tracks the daily performance of over 10 million properties on Airbnb and Vrbo in 120,000 global markets.

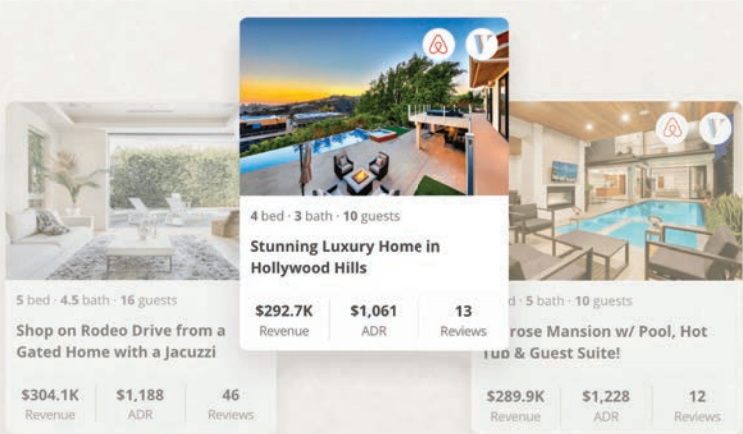
AirDNA gives Destination Marketing Organizations a complete understanding of their local lodging and tourism industry by turning Airbnb and Vrbo data into actionable analytics. Through a combination of interactive dashboards, market trend reports, and future-looking data, AirDNA helps destinations gauge supply and demand, target travelers, and accelerate the economic impact of tourism. Destinations around the world rely on AirDNA for the data to set them apart and the insights to keep them ahead. Learn more about the 10 challenges DMO’s are facing in 2021.

Who can participate? DMOs within the state of Tennessee

Timing: Within Fiscal Year

TDTD Investment: \$17,000/year

DMO Referral Discount: Pricing is calculated based on the active listings count in your market. A 25% discount will be applied to your annual investment.



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:
Ruairi Cluskey, Territory Manager
ruairi.cluskey@airdna.co

DMO Premium Solution Includes:

- Trend Report with 1 main market + 6 submarkets + 10 comparable markets + Day of the Week + Yearly Trend
- Monthly Pace for 17 markets
- Weekly Pace for 17 markets
- Traveler Origin Data for the main market

	ORIGINAL COST	WITH DISCOUNT	CITY/COUNTY DMO
Tier 1 Premium Solution	\$17,400 per year/ \$1,450 per month	\$13,050 per year/ \$1,087.50 per month	with 10k+ listings

****Pricing for Premium solution is an additional 15% cost except for Tier 1 Clients***

DMO Smart Solution Includes:

- Trend Report with 1 main market + 6 submarkets + Day of the Week + - Yearly Trend
- Monthly Pace for 7 markets
- Weekly Pace for 7 markets
- Traveler Origin Data for the main market

	ORIGINAL COST	WITH DISCOUNT	CITY/COUNTY DMO
Tier 2 Smart Solution	\$13,800 per year/ \$1,150 per month	\$10,320 per year/ \$860 per month	9,999-3,000 Listings
Tier 3 Smart Solution	\$11,520 per year/ \$960 per month	\$8,640 per year/ \$720 per month	2,999-800 Listings
Tier 4 Smart Solution	\$8,640 per year/ \$720 per month	\$6,480 per year/ \$540 per month	799-300 Listings
Tier 5 Smart Solution	\$7,200 per year/ \$600 per month	\$5,400 per year/ \$450 per month	under 299 Listings

ARRIVALIST

Arrivalist has the ability to measure visitation to key points of interest or comprehensive tracking provides media attribution insights.

Who can participate? DMOs and Hotels

Timing: Through June 2024

TDTD Investment: Existing Arrivalist contract (\$90,000)



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:
Charles Lewis, Business Development Director for Arrivalist
charles@arrivalist.com | 770.335.6776

	PARTNER INVESTMENTS	PARTNER DISCOUNT	DETAILS
Arrivalist Lodging™ (Featured Offering)	\$25,000/yr + \$5,000 setup fee (setup fee waived for current Trip or Attribution clients or new clients that purchases Trip or Attribution)	25%	<p>Arrivalist Lodging™ is the industry's first total overnight demand market view. Integrating data from best-in-class hotel booking metrics and vacation rental metric providers, Arrivalist employs location data to understand where visitors spend the night, how that varies by hotel class, origin market, time of year and more. LED users report back a spectrum of use cases from improved zip code targeting to increase ROI to optimized content marketing to heightened advocacy. Arrivalist Lodging is available on demand through a portal login, with Calibrated Data updated monthly. Segments destination overnight trips by lodging type (hotel, vacation rental, VFR), hotel class, origin market and more. Integrates best in class hotel and vacation rental metrics.</p> <p>Includes: Account Kickoff, Reveal and Quarterly Consultation</p>
Arrivalist Trip™ Dashboards	\$25,000/yr	25%	<p>Location data from smartphone panel reveals visitor origins, length of stay, seasonality, and in-market behavior through lens of proprietary "Trip Model." The visitation dashboard provides an overview of visitor estimates, seasonality, distance traveled and origin markets. Meanwhile, the Points of Interest Dashboard includes up to 25 POIs of your choosing, with visualizations and data that populate against the POI of your choosing, be it an airport, convention center, parks or other key location. Arrivalist Trip is available on demand through a portal login, with Calibrated Data updated monthly.</p> <p>Includes: Account Kickoff, Reveal and Semi-Annual Consultation</p>
Arrivalist Trip® with Attribution	\$70,000	22%	<p>Arrivalist's Comprehensive offering combines the core visitation intelligence with media attribution. KPIs including Arrival Lift and Stay Lift show the true effect of digital media exposure on arrivals to Tennessee's local DMOs. A3 full comprehensive is available on-demand through a portal login and is updated with balanced data (visitation) and attribution data monthly. Clients will have access not only to interactive dashboards showing movement into and within the destination, but also specialized media measurement charts. All charts include advanced filtering and downloadable data. The A3 Full Comprehensive Platform requires a minimum 25MM measurable digital impressions* as part of an Arrivalist-reviewed media plan. Arrivalist must approve media schedule of vendors and impressions prior to implementation.</p> <p>Includes: Account Kickoff, Reveal and Quarterly Consultation</p>

**Co-Op products update monthly. Arrivalist Lodging carries a value-added lookback to January 2021. Arrivalist Trip includes a value-added 24 month lookback.*

**For Arrivalist Lodging, Arrivalist Trip, and Arrivalist Trip with Attribution, two year commitment will carry a 10% discount; three+ year commitments carry a \$15% discount.*

CROWDRIFF

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands through curated UGC content. Its AI-powered image discovery lets tourism brands and attractions find content using everyday language.

CrowdRiff's Partner Network provides the unique ability for TDTD to share and explore curated content from tourism partners. The Partner Network was built to unlock the expertise of local tourism partners and allow tourism organizations to discover and distribute the best curated visuals.

Who can participate? DMOs, attractions and Tennessee tourism partners

Timing: Through November 2025

TDTD Investment: \$45,000/year

New Partner Benefits:

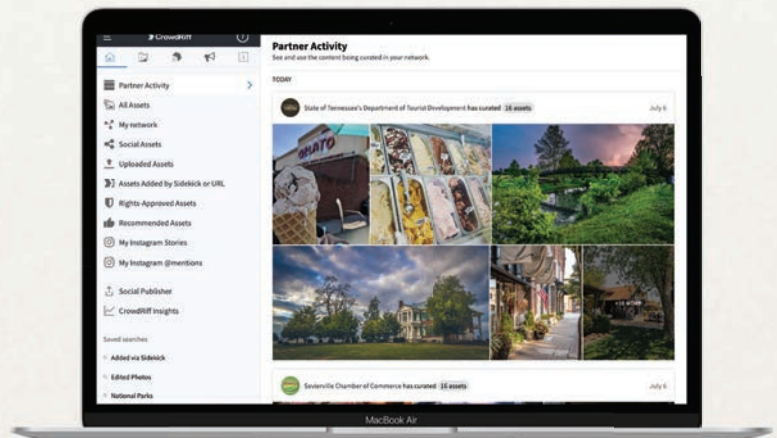
- 3-year ongoing access to program (December 1, 2022 – November 30, 2025)
- Access to platform at discounted rate (20% off list pricing)

Additional Discounts for Partners:

- An additional 5% discount will be applied to the license cost for partners that sign a 2-year agreement
- An additional 10% discount will be applied to the license cost for partners that sign a 3-year agreement

Existing Partner Benefits:

- Current partners on Advanced Platform will have their current pricing honored
- Now includes 2 previous add-ons for free (Video upload and Photowall worth \$4,000)
- 5% yearly increase will be waived for existing partners who renew for 2- or 3-year agreements
- Unlimited web galleries (previously 50 maximum)



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Rob Rosenblatt, Customer Success Manager
rob.rosenblatt@crowdriff.com

	STARTER PLATFORM	ADVANCED PLATFORM <i>Everything in starter +</i>
Sourcing & Discovery	Intelligent Social Content Social photo image recognition Quality filtering + smart curation Photo and Video Uploading 1gb storage	Everything in Starter plus: 500 GB storage
Distribute & Measure	Web Galleries Smart Galleries Google Locations Live Photo Wall Sidekick Gallery Insights Google Analytics CrowdRiff Insights Hashtag Rights Management	Everything in Starter plus: Collector Expiry and License Management Third Party Share portal CTAs
Included	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager
Partner Investment	\$12,000/year (\$9,600 after discount)	\$19,000/year (\$15,200 after discount)
Add-On Functionality	Advanced Rights Management (\$3,200) API Access (\$3,200) Media Hub (\$2,400)	

MEDIA GRAPH

MediaGraph (formerly Tandem Vault) is a scalable B2B, cloud-based digital asset management platform that allows organizations to acquire, organize, store and share media files.

Discount: 20% for all plans

ESSENTIAL	MULTI-DEPARTMENT	ENTERPRISE
\$99 up to 250GB storage	\$800/mo. up to 3TB	\$3,500/mo. up to 8TB
\$200 up to 500GB storage	\$1,250/mo. up to 5TB	\$4,250/mo. up to 10TB
\$300 up to 750GB storage	\$1,750/mo. up to 10TB	\$5,000/mo. up to 15TB
\$400 up to 1TB storage	\$2,250/mo. up to 15TB	\$5,750/mo. up to 20TB



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Erika Nortemann
erika@mediagraph.io

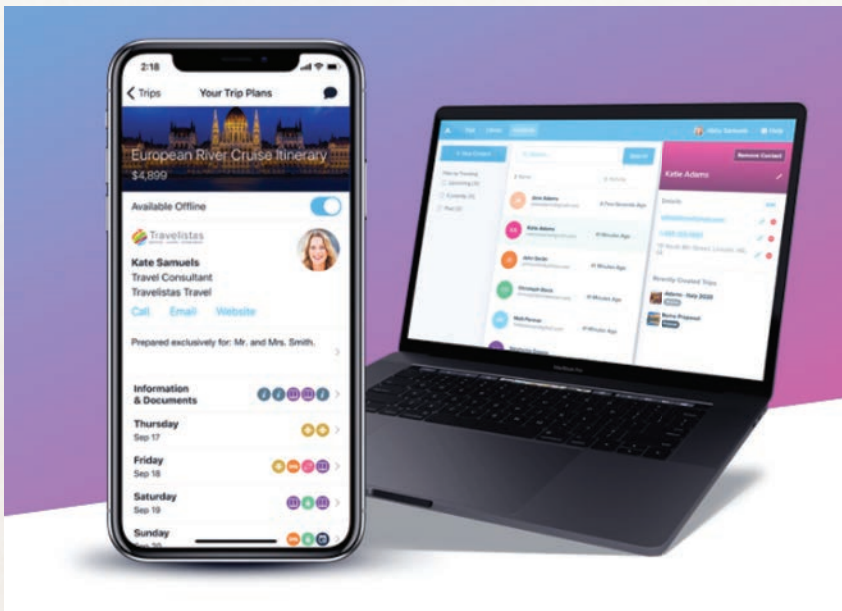
TRAVEFY

Offer custom travel itineraries for media, influencers and guests. State to provide offerings for partners interested.

Pricing: Free as a TN partner

Benefits:

- Itinerary Management
- Quotes and Proposals
- Simple CRM and Forms
- Reach out to Rob Regg or Amanda Murphy to be added to platform access.
(50 logins on a first come, first served basis)



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Rob Regg, Director of Marketing
rob.regg@tn.gov | 615.741.9025

Amanda Murphy, Director of Communications
amanda.murphy@tn.gov | 615.741.9010

VISA VIEW

Transaction data including elements such as spend category and cardholder origination. Instead of providing travel intention and booking metrics, Visa provides actual in-market spend of travelers.

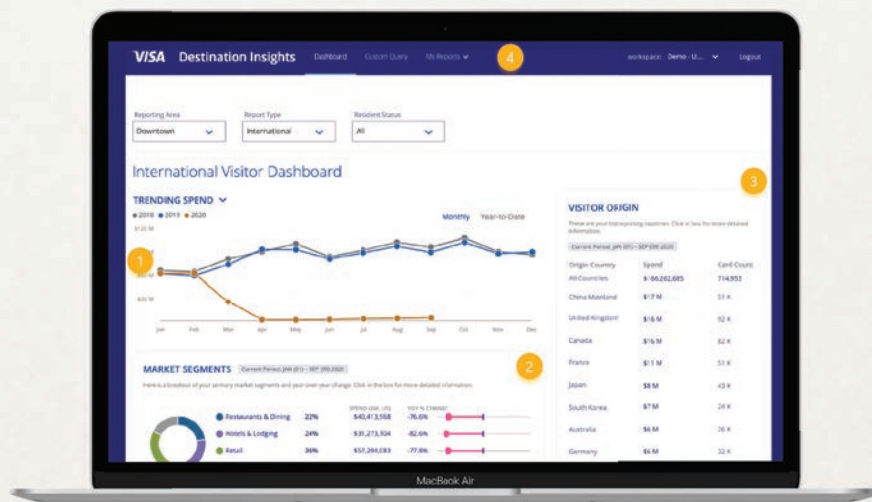
Web-Accessible Dashboard

- Data product that can be easily used and ingested by data analysts as well as researchers & access to visualizations and underlying data.
- Reports typically produced within 45 days of month's end and published via web.
- Access cross-border and domestic data on multiple reporting areas
- Provide breakouts based on consumer and commercial spend.

Tier 3 — \$35,00

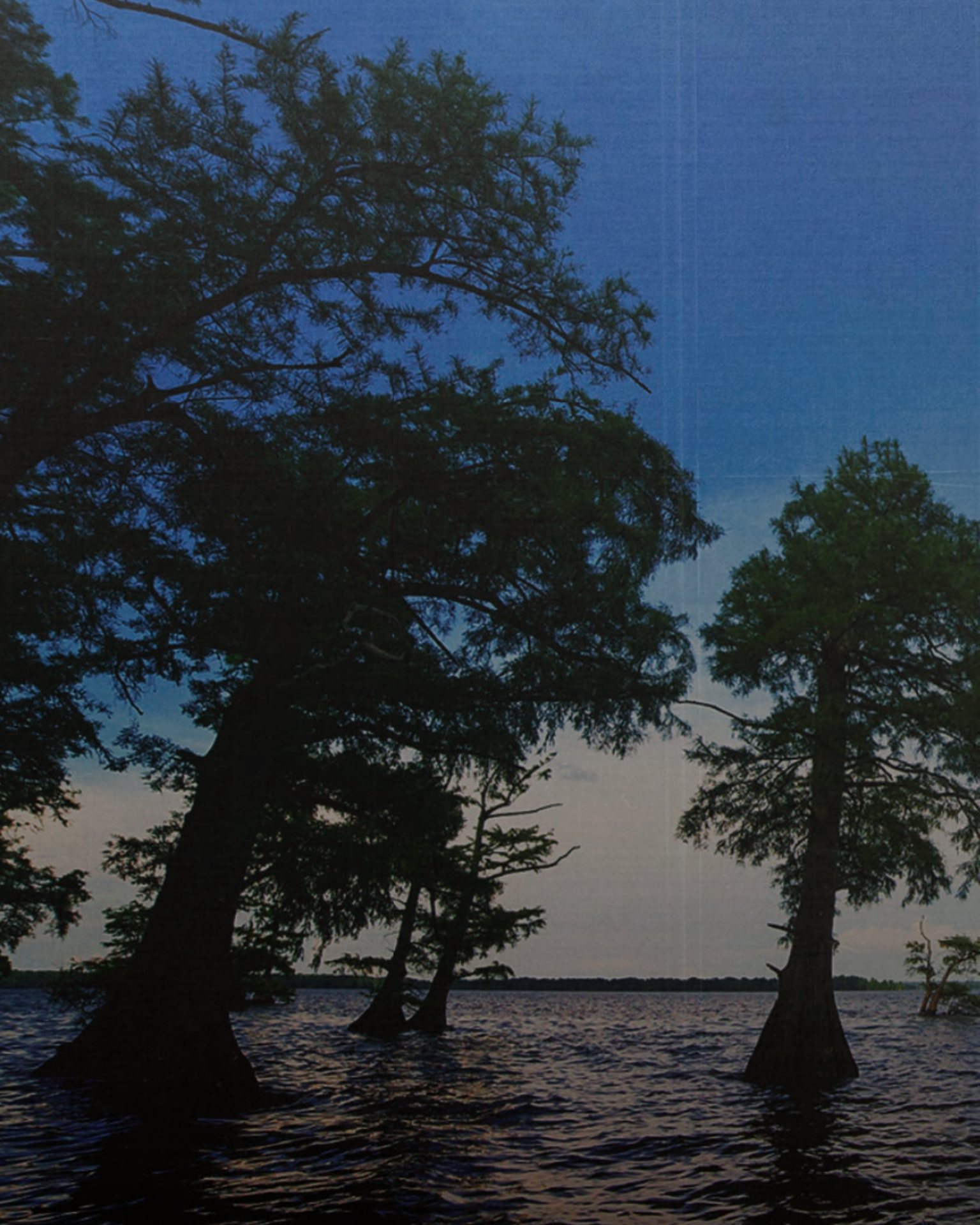
Additional Reporting Areas — \$4,000

Monthly Refresh — \$7,500



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Tiffany Burnette, NA Data Products
tiburnet@visa.com | 919.257.0754



A scenic photograph of a lake with several trees growing out of the water. The sky is blue with scattered white clouds. The water is dark blue with gentle ripples. The trees are silhouetted against the sky and water. The word "INFLUENCER" is written in a white, brush-stroke font across the middle of the image.

INFLUENCER

HAPPY FRIDAY

Happy Friday are Entertainment Marketing experts with a combined 20+ years of experience working with Fortune 500 companies, award-winning ad agencies, start-up consumer brands & everything in between.

Who can participate? 1 program per region (East, Middle, West)

Timing: Within fiscal year

TDTD Investment:

\$30,000 state investment to sponsor one program per region (East, Middle, West)
total program value \$40,000

Partner Benefits:

- State buy-in - \$10,000
- Partner buy-in - \$10,000
 - Influencer number depends on final influencer selection.
 - Partner must select their influencer with state input
 - Example deliverables include (can be customized based on brand priorities):
 - 1x IG Infeed (with both State/Region and Partner tagged and @ mentioned in caption)
 - 3x IG stories with at least 3x frames each (9 total frames), 2x link stickers (to State/Region and Partner channels); saved to highlight for at least 30 days organic/paid rights for State/Region (*not Partner)



**ENTERTAINMENT
MARKETING CONSULTING**



INFLUENCER MARKETING



**CELEBRITY PARTNERSHIP
STRATEGY & EXECUTION**



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Whitney Byerly, Happy Friday
whitney@happyfriday.co





SOCIAL

STRIKE SOCIAL

Strike Social is not your typical social media solution. Strike provides 24/7 global engagement with media partners to drive strategic business outcomes.

Who can participate? All partners

Timing: 2022-2026 (timing can be determined by partner)

TTTD Investment: \$50,000

- Discounted digital media with 1:1 match, max \$20k per partner

Partner Benefits:

- Strike Social will deliver a full proposal for each partner DMO, w/ guaranteed pricing, recommended targeting and overall strategies tailored to each DMO campaign and platform.
- Strike Social will deliver bi-weekly reporting (unless otherwise discussed) and a post-campaign wrap deck & report with insights, takeaways and recommendations upon completion of campaign.
- Strike Social powered campaigns are powered by our own technology and a 100+ person activation team to ensure maximum performance for every partner.



COST AVERAGES BY PLATFORM

W/ min. \$2,500 budget	YouTube	TikTok	Facebook/IG	Snapchat	Twitter	LinkedIn	Pinterest
Avg. CPV/Views	\$0.03 CPV / 83,333 Views (based on instream skippable video)	\$0.02 CPV / 125,000 Views	\$0.04 CPV / 62,500 Views	\$0.06 CPV / 41,666 Views	\$0.02 CPV / 125,000 Views	\$0.25 CPV / 10,000 Views	\$0.15 CPV / 16,667 Views
Avg. CPM/ Impressions	\$10.00 CPM / 250,000 Impressions (based on the 6-sec bumper video)	\$4.00 CPM / 625,000 Impressions	4.00 CPM / 625,000 Impressions	\$5.00 CPM / 500,000 Impressions	\$5.00 CPM / 500,000 Impressions	*Recommend opting for CPC	\$5.00 CPM / 500,000 Impressions
Avg. CPC/Clicks	\$6.00 CPC 416 Clicks	\$1.00 CPC 2,500 Clicks	\$2.50 CPC 1,000 Clicks	\$1.00 CPSU 2,500 Swipe-ups	\$1.00 CPC 2,500 Clicks	\$15 CPC / 167 Clicks	\$4.00 CPC 625 Clicks

**These are Strike Social benchmarks. Pricing *may* change based on parameters of the campaign, such as total budget, flight dates, audiences, assets, etc. Pricing will be confirmed w/ DMO partner prior to committing to Strike Social.*



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Cameron Wallin, VP Sales, Strike Social
cwallin@strikesocial.com | 317.752.8124

NOTES

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There is no handwriting or other markings on the paper.

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TENNESSEE

T N V A C A T I O N . C O M



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