

TENNESSEE

TNVACATION.COM

CO-OP PROGRAM



2022-2026

CONTENT

| | | | |
|--|-----------|----------------------|-----------|
| Overview | 2 | Platform/Tool | 28 |
| Program Summary | 3 | ADARA | 29 |
| Print | 4 | AirDNA | 30 |
| American Road | 5 | Arrivalist | 32 |
| Blueridge Country | 6 | Crowdriff | 34 |
| Farm Flavor Media | 7 | MediaGraph | 36 |
| Garden & Gun | 8 | Travefy | 37 |
| Southern Living | 9 | Visa Vue | 38 |
| Southern Travel + Lifestyles | 10 | Influencer | 39 |
| RoadRUNNER Motorcycle Touring & Travel | 11 | Happy Friday | 40 |
| Digital | 12 | Social | 41 |
| ADARA | 13 | Strike Social | 42 |
| Advance Travel & Tourism | 14 | | |
| Expedia | 17 | | |
| Matador | 18 | | |
| Miles Partnership | 19 | | |
| New South Creative | 22 | | |
| Orange 142 | 23 | | |
| Sojern | 27 | | |

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:

| | | |
|-------------------|--------------------|--------------------|
| Alabama Statewide | Denver, CO | Minneapolis, MN |
| Atlanta, GA | Detroit, MI | Missouri Statewide |
| Austin, TX | Evansville, IN | New Orleans, LA |
| Baltimore, MD | Greenville, SC | Ohio Statewide |
| Boston, MA | Indianapolis, IN | Orlando, FL, |
| Charleston, SC | Illinois Statewide | St. Louis, MO |
| Charlotte, NC | Jackson, MS | Tampa, FL |
| Chicago, IL | Jacksonville, FL | Raleigh, NC |
| Cincinnati, OH | Kentucky Statewide | Washington DC |
| Dallas, TX | Little Rock, AR | |

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 | CONTACT | PARTNER BUY-IN | TIMING | NOTES |
|---------------|---|---|----------------|------------------------------------|---|
| Print | American Road | Becky Repp, becky@americanroadmagazine.com 206.369.5782 | \$5,850 | Fiscal Year | 25% discount |
| Print | Blueridge | Cynthia Bruggeman, cbruggeman@leisuremedia360.com 970.445.0599 | \$9,990 | 3-Issue / 6-Months | (min) \$9,990 –\$15,000 (max) |
| Print | Farm Flavor Media | Bob Midles, bmidles@farmflavormedia.com Office: 615.771.0080 Direct: 615.771.5567 | \$2,380 | 4 Issues Annually | State buys-in at \$1,000 based on partner publication choice |
| Print | Garden & Gun | Tanya Scribner, tanya@scribmedia.com 214.734.6310 | \$6,875 | 1 Issue Annually | |
| Print | Southern Living | Holly Belk, holly.belk@meredith.com 404.259.7035 | \$14,060 | South's Best (by: Jan 24, 2024) | 30% discount (2 partners required) |
| Print | Southern Travel + Lifestyles | Holley Geddes, holley@southshoremediagroup.com Office: 615.791.1066 Mobile: 941.323.8828 | \$4,478 | 6 Issues Annually | |
| Print | RoadRUNNER Motorcycle Touring & Travel | Mark Thomas, mark@roadrunner.travel 516.672.3209 | \$2.5K – \$16K | Fall | |
| Digital | ADARA | Sarah Kahn, sarah.kahn@adara.com | \$5K – \$2K+ | Fiscal Year | 25% AV match |
| Digital | Advance Travel + Tourism | Jacquelyn M. Blackwell, jblackwell@al.com 334.201.0531 | \$1,500 | Fiscal Year | |
| Digital | Expedia | Mary Elizabeth Mosby, mamosby@expediagroup.com 901.430.2948 | \$4K – \$10K | Spring & Fall Features | |
| Digital | Matador | AJ Kinney, aj.kinney@matadornetwork.com 651.249.6341 | \$87,500 | Fiscal Year | 2 programs available |
| Digital | Miles Partnership | Kim Palmer, kim.palmer@milespartnership.com Direct: 941.342.2312 Mobile: 941.224.6888 | \$14K – \$18K | 3 Month Packages | For larger counties |
| Digital | New South Creative | Brian Wagner, brian.wagner@newsouthcreative.com 615.491.4694 | \$19,281 | Fiscal Year | 4 programs available |
| Digital | Orange 142 | Emily Parli, emily@orange142.com 808.223.5840 | \$0 | Fiscal Year | |
| Digital | Sojern | Todd Schechter, todd.schechter@sojern.com 404.216.2103 | \$3,000+ | Fiscal Year | 1:1:1 match |
| Platform/Tool | ADARA | Sarah Kahn, sarah.kahn@adara.com | \$5K – \$20K+ | Fiscal Year | 10–15% discount on measurement tools |
| Platform/Tool | AirDNA | Ruairi Cluskey, ruairi.cluskey@airdna.com | \$5,400+ | Fiscal Year | 25% discount annually |
| Platform/Tool | Arrivalist | Charles Lewis, charles@arrivalist.com 770.335.6776 | \$25,000+ | Fiscal Year | 12.5–20% discount |
| Platform/Tool | Crowdriff | Customer Success Support, sales@crowdriff.com | \$0+ | Fiscal Year | 25% discount annually |
| Platform/Tool | Media Graph | Erika Nortemann, erika@mediagraph.io | \$950+ | Fiscal Year | 20% discount on all plans |
| Platform/Tool | Travefy | Rob Regg, rob.regg@tn.gov 615.741.9025 Amanda Murphy, amanda.murphy@tn.gov 615.741.9010 | \$0 | Fiscal Year | |
| Platform/Tool | Visa Vue | Tiffany Burnette, tiburnet@visa.com 919.257.0754 | \$35,000+ | Fiscal Year | 20% discount for DMOs only |
| Influencer | Happy Friday | Whitney Byerly, whitney@happyfriday.co | \$10,000 | Fiscal Year | |
| Social | Strike Social | Cameron Wallin, cwallin@strikesocial.com 317.752.8124 | \$80,000 | Fiscal Year | |

PRINT



AMERICAN ROAD

For twenty 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:

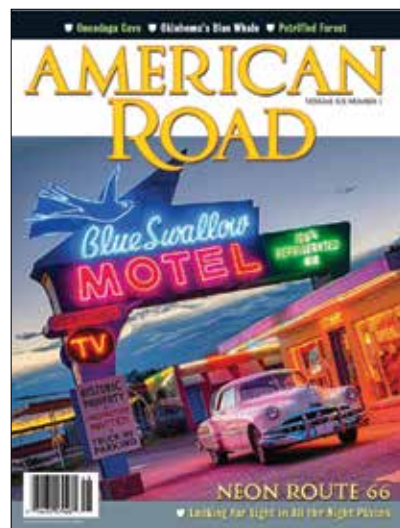
- 10th of February, May, August, and November.
 - Digital: Deadlines vary depending upon the activation date of the campaign.

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 \$1950 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 Americanroadmagazine.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 | \$3407 x 2 | \$3303 x 3 | \$3233 x 4 |
| ½ Page | 3,175 | 2,063 | \$2021 x 2 | \$2909 x 3 | \$1918 x 4 |
| 1/3 Page | 2,115 | 1,374 | \$1346 x 2 | \$1305 x 3 | \$1277 x 4 |
| ¼ Page | 1,600 | 1,040 | \$1019 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 | 206.369.5782

PRINT

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

PRINT

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

PRINT

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 fifty 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 | Assets Due by 3/15/24 |

**Garden & Gun is extending ¼ page ad offer to an additional 4 partners.*



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

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

PRINT

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
 - he 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 (7.75 x 4.25 in) | \$15,000 | 30% | 2 partners | Alabama, Georgia, Midwest, North Carolina, South Carolina, Tennessee (1.2MM) | Materials Deadline: 1/24/2024 |
| 1/3 Page (4.625 x 4.25 in) | \$10,000 | 25% | 3 partners | | |
| 1/6 Page (2.375 x 4.25 in) | \$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:

Holly Belk, Southeast Account Director
holly.belk@meredith.com | 404.259.7035

PRINT

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@southshoremédiagroup.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

TDTD 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:

Mark Thomas, Advertising Director, RoadRUNNER
mark@roadrunner.travel | 516.672.3209

A teal-tinted photograph of two people kayaking on a lake. The kayakers are in the lower third of the frame, seen from behind. The water is calm with gentle ripples. In the background, a distant shoreline with trees and buildings is visible under a clear sky. The top half of the image is framed by the dark, silhouetted branches of trees hanging down from the top edge.

DIGITAL

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 anytime
- 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:
Sarah Kahn, Director, Strategic Partnerships
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

No Required 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 necessarily pixel placement implemented at campaign launch).



DATA-
DRIVEN
INSIGHTS



AUDIENCE
ENGAGEMENT
STRATEGY



EXCEPTIONAL
DELIVERY &
RESULTS



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Jacquelyn M. Blackwell, Regional Sales Manager
jblackwell@al.com | 334.201.0531

ADVANCE TRAVEL & TOURISM (CONTI.)

LAT/LONG - GEOFENCING DIGITAL DISPLAY

Target in-market and out-of-market 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 your and 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 CTA's 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

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

ADVANCE TRAVEL & TOURISM (CONTI.)

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

MATADOR

Matador is a leading travel and adventure publisher in the United States and globally. We produce feature articles, city guides, and written & video content that inspires millions of people to travel and explore. From music, to food and nightlife to nature and adventure and everything in between. Every month, over 8M people come to our website and we're currently doing over 140M videos views/month across TikTok, Instagram, YouTube, and Facebook. Matador creates custom video and written content with huge built-in distribution for over 220 DMOs globally, including Tennessee Tourism and 39 other US States.

Who can participate? Any DMO or region looking for best-in-class custom video content and distribution to Matador's adventure travel audience

Timing: Estimated 12 weeks from signed contract until campaign goes live.

TDTD Investment: \$175,000

| CATEGORY | PRODUCT | QT. | IMPRESSIONS | VEWS | DESCRIPTION |
|-----------------|------------------------------------|-----|-------------|---------|--|
| Branded Content | Hero Video (1-3 min) | 1 | 3,200,000 | 640,000 | Video featuring influencer talent, produced, published, and promoted by Matador on Facebook and Youtube; video will also live on Matador's website |
| Branded Content | Social Video Cutdown (30 sec) | 1 | 1,500,000 | 150,000 | Cutdown of influencer video, produced published, and promoted on Matador, on Matador's Facebook and Instagram |
| Branded Content | Social Video Cutdown (15 sec) | 2 | 2,250,000 | 225,000 | Cutdown of influencer video, produced published, and promoted on Matador, on Matador's Facebook and Instagram |
| Branded Content | Matador Facebook Static Image Post | 3 | 900,000 | N/A | Click-driving static posts on Matador's Facebook, featuring imagery sourced by Matador and/or provided by Client |
| B-Roll | B-Roll Video (per min) | 3 | N/A | N/A | Well-cataloged b-roll footage captured by Matador film team during video shoot |
| B-Roll | High-Res Still Image (per image) | 10 | N/A | N/A | High-quality still imagery captured by Matador film team during video shoot |
| Other | State Co-op Contribution | 1 | N/A | N/A | Monetary contribution from State of Tennessee |



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

AJ Kinney, Partnerships Manager, Matador Network
aj.kinney@matadornetwork.com | 651.249.6341

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.

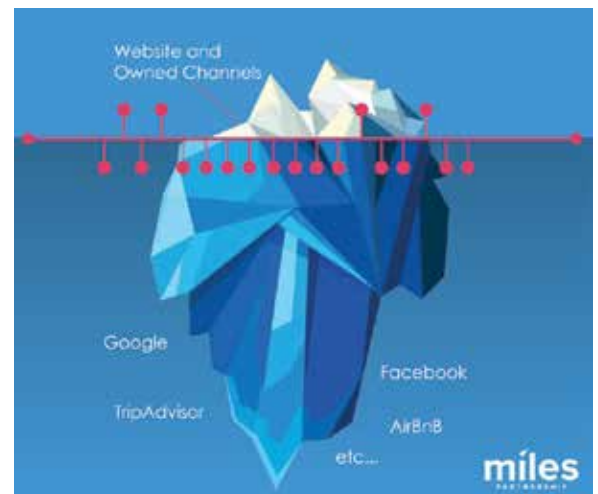
Who can participate? All partners

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 (CONTI.)

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 (CONTI.)

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 |

DIGITAL

NEW SOUTH CREATIVE

New South Creative (NSC) is a data-driven, video-first, tourism content studio custom built to be a resource for DMOs and their agencies. Our production house has more than 15 years of experience providing clients with and award-winning team of talented directors, videographers, content creators, photographers, and on-camera talent producing high-quality video. Some clients include the Grand Ole Opry, CMA Fest, Gatlinburg, Visit Clarksville, and Ryman Auditorium.

Who can participate? all DMOs and Attractions

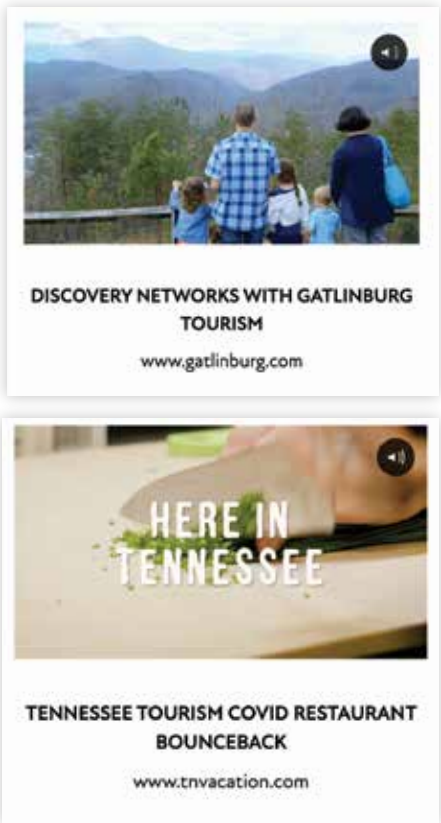
Timing: First come, first served through FYE2024, 4 programs available

- Anticipate a 4-6 week delivery from time of sign-up, discussed and agreed upon by partner and NSC

TDTD Investment: \$77,124 for four programs (19.2k in matching funds per partner)

Partner Benefits:

- Packages are outlined at newsouthcreative.com/ttdcoop/
- Popular Packages are listed below



| VOLUME | MEDIA MATCHUP | FEATURES |
|--|--|--|
| <ul style="list-style-type: none">• + (1) Brand video 1:00-1:30• (20) Short-form videos | <ul style="list-style-type: none">• (1) TV ad (:30)• (1) Brand video 1:00-1:30• (4) Pre-roll ads/social videos | <ul style="list-style-type: none">• Choice of 2-day shoot with real people as talent OR 1-day shoot with 8 actors or 2 influencers• (2) 4K cameras• Drone• High-quality audio• Professional hair and make-up• 3 locations within your DMO or attraction each day. Adjacent sites are easy to include. |



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:
Brian Wagner, Co-Founder
brian.wagner@newsouthcreative.com | 615.491.4694

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 (CONTI.)

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) |
| Monthly Visitor Analytics Partners | 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) |
| Monthly Visitor Analytics Partners | 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 (CONTI.)

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)

BLACK
GIRL
DIGITAL

HIPHOPWIRED



MADAMENOIRE

EL MUNDO TODAY

the gailygrind

oneindia®

delish

GIZMODO

THE FINSIDER
Seafood Magazine

OUT
COAST



#I LOVE
GAY

ORANGE 142 (CONTI.)

MULTICULTURAL AND DIVERSITY ADVERTISING

MONTHLY SERVABLE AUDIENCE REACH BY MARKET IN 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

ONLY DISCOUNTED RATES STILL AVAILABLE.

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



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.

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

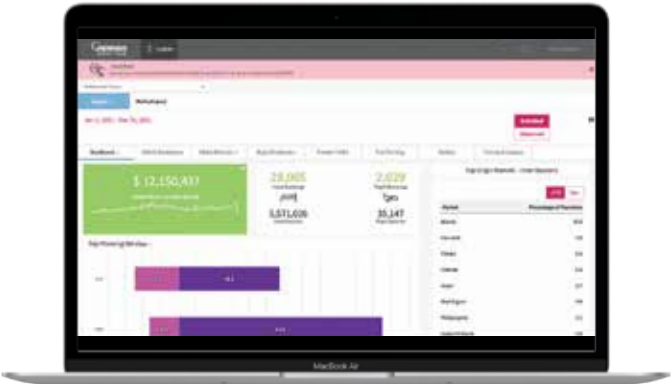
- Measure CTV campaign performance based on attributed hotel and flight activity
- See where CTV is resonating and where travelers are booking
- Ecosystem data for benchmark performance

| 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 |



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.

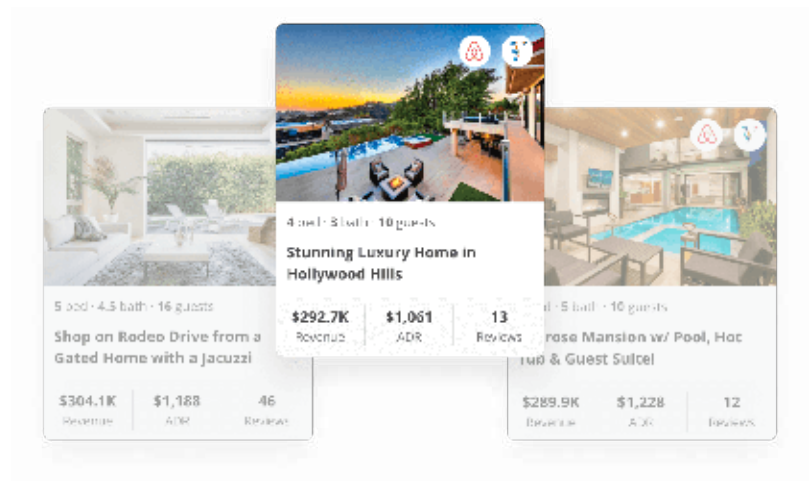
Who can participate? DMOs within the state of Tennessee

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.

AIRDNA



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Ruairi Cluskey, Territory Manager
ruairi.cluskey@airdna.co

AIRDNA (CONTI.)

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 |

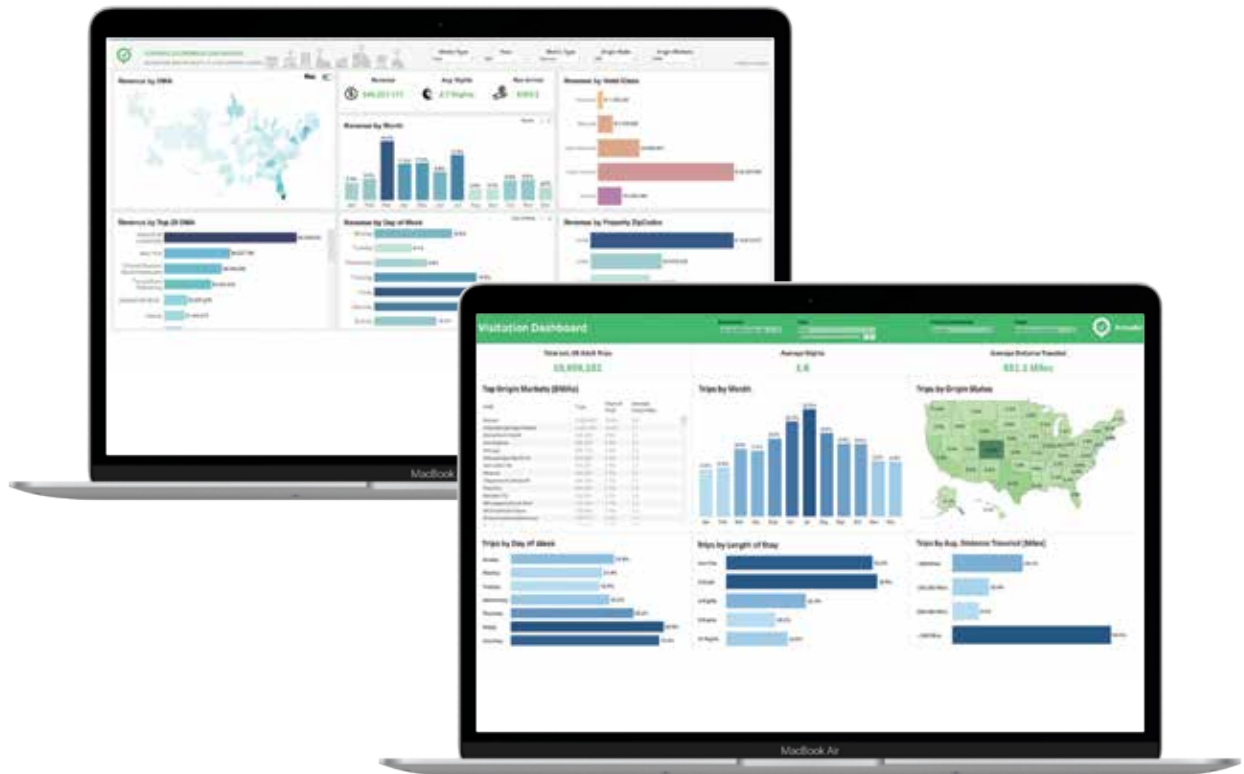
ARRIVALIST

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:

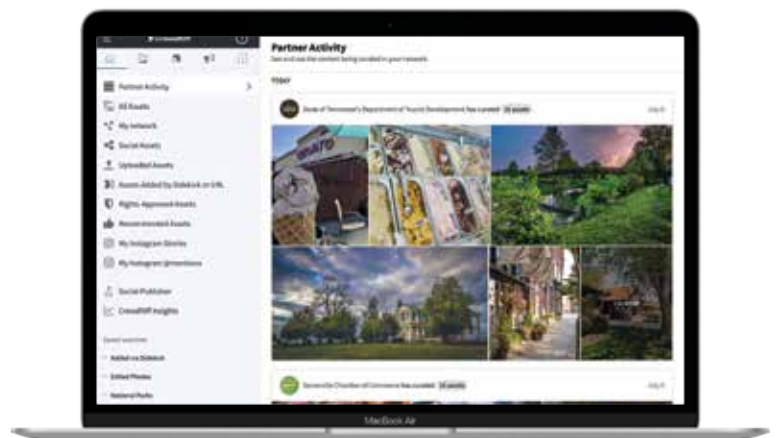
- 3-year ongoing access to program (December 1, 2022 – November 30, 2025)
- Access to platform at discounted rate (20% off list pricing)

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:

Customer Success Support
sales@crowdriff.com

CROWDRIFF (CONTI.)

| | STARTER PLATFORM | ADVANCED PLATFORM EVERYTHING IN STARTER + |
|-------------------------------------|--|---|
| 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) | |

PLATFORMS & TOOLS

MEDIAGRAPH

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

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



INFLUENCER

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)

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**



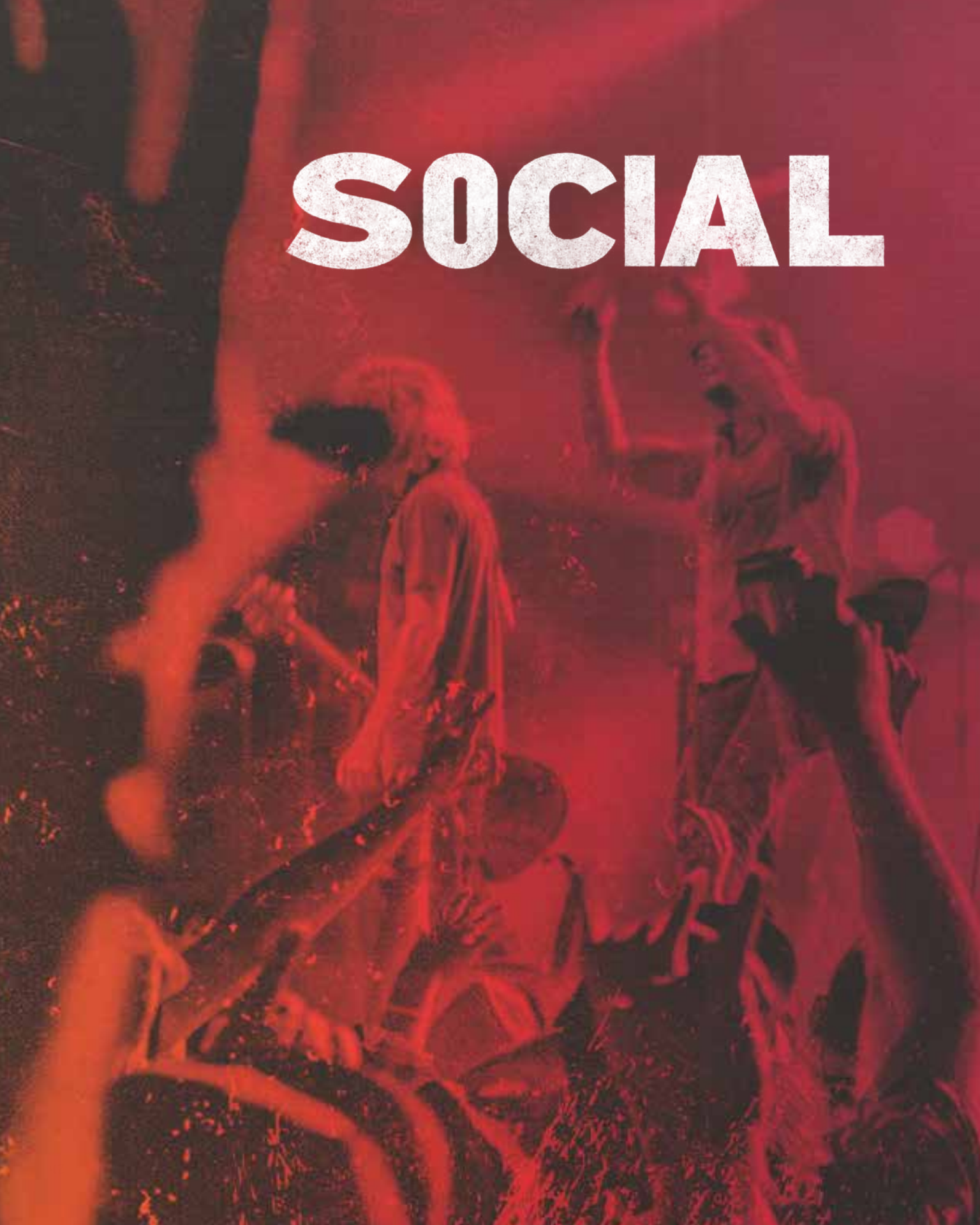
**CELEBRITY
PARTNERSHIP STRATEGY
& EXECUTION**



FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Whitney Byerly, Happy Friday
whitney@happyfriday.co

SOCIAL



STRIKE SOCIAL

ALL FUNDS HAVE BEEN CLAIMED FOR 2024.

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)

TDTD 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.



These funds have been claimed already this year.

| 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:

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TENNESSEE

SOUNDS PERFECT

TNVACATION.COM



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