

The SOUNDTRACK *of* AMERICA
• MADE IN •
TENNESSEE®



2020-2022 ALL PARTNER CO-OP PROGRAM

OVERVIEW

THE ASK

Develop three to five new co-op offerings for partners across the state to participate in through 2022.

The programs must serve the mission of driving travel to Tennessee while also providing benefit to partners with varying budgets and product offerings.

MAIN OBJECTIVES FOR PARTNER PARTICIPATION

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

Top objectives identified from survey results

PARTNER REQUIREMENTS

- Must include TDTD logo on all assets (*exception: print ads*)
 - Send to Alisa Kessler for approval (alissa.kessler@tn.gov)
- Must include at least one TDTD target markets:
 - Cincinnati, OH, Chicago, IL, Atlanta, GA, Dallas, TX, Indianapolis, IN, Birmingham, AL, Louisville, KY, Jackson, MS, Greenville, SC, Little Rock, AR, St. Louis, MO, Charlotte, NC, and Tampa, FL
 - Matching funds cannot be used in TN
- Must work directly with vendor to implement and manage campaigns
- Billing will be handled directly between partner and vendor

PROGRAM SUMMARY

	Who can participate?	Program Availability
Southern Living	All Partners	1x annually; through spring 2022
Arrivalist	DMOs, hotels and attractions	Through June 2021*
CrowdRiff	DMOs, attractions and Tennessee tourism partners	Through November 2022
Expedia	All Partners	Through December 2022
Matcha	DMOs	Through December 2022
Orange 142	All Partners	Through December 2022
Sojern	DMOs, hotels, attractions and restaurants/ restaurant groups	Through December 2022

**Program may be renewed to extend availability beyond June 2021*

A scenic landscape featuring rolling green hills in the background, a dense forest of trees in the middle ground, and a golden field in the foreground. The sky is filled with white, fluffy clouds. The text "CO-OP PROGRAM RECOMMENDATIONS" is overlaid in the center in a large, white, serif font.

CO-OP PROGRAM RECOMMENDATIONS



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?

All Partners

TDTD Investment: \$69,674+ (full-page ad + \$10,000/additional co-op page - cost assumes 3 additional pages)

- Discounted ad space from rate card (70%)
- Provides discounted ad space for partners (*limit 3 additional co-op pages*)
- Ad pages will run adjacently, creating a bigger in-book impact
- Added value offerings

SOUTHERN LIVING

	1/2 Page Partner Ad	1/3 Page Partner Ad	1/6 Page Partner Ad
Partner Investment	\$14,060	\$9,907	\$5,707
Partner Discount <i>on top of 70% discounted ad space</i> <i>*Note: discounts are already factored into partner investment amounts</i>	30%	25%	15%
Minimum Participation*	2 partners required	3 partners required	6 partners required
Circulation	Alabama, Georgia, Midwest, North Carolina, South Caroline, Tennessee (1.2MM)		
Key Dates	<i>Space and Materials Deadline: 1/18/2021</i>		

**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*

SOUTHERN LIVING

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

For questions or to participate, contact:

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

The image features a background of vertical wooden planks with a natural grain and knot pattern. Overlaid on this background is the word 'FORGOTTEN' in a large, dark brown, serif font, spanning across the top and bottom of the frame. In the center, the word 'DIGITAL' is written in a smaller, white, serif font. The overall composition suggests a theme of digital preservation or forgotten digital history.

FORGOTTEN
DIGITAL

ARRIVALIST

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



Who can participate?
DMOs, hotels and attractions

TDTD Investment: existing Arrivalist contract (\$115,000)

- Provides a 10% discount on 2-year agreements and a 15% discount on 3-year agreements
- Access to program through June 30, 2021
- POI set-up fee waived (\$5,000 value)

ARRIVALIST

Annual Subscription Tiers Visitation only

Basic \$22,500/annual*	Standard \$45,000/annual*	Plus \$67,500/annual
<ul style="list-style-type: none">• Always on Visitation Insights Dashboard• 3-month lookback window• Up to 10 POI's• Dashboard support	<ul style="list-style-type: none">• Always on Visitation Insights Dashboard• 6-month lookback window• Up to 50 POI's• 2 Standard Visitation Reports/year• Quarterly Account Management consultation• Dashboard support	<ul style="list-style-type: none">• Always on Visitation Insights Dashboard• 12-month lookback window• Up to 100 POI's• 4 Standard Visitation Reports/year• Quarterly Account Management consultation• Dashboard support

*Annual Subscription billed upon delivery. 10% discount for 2 year agreement, 15% discount for 3 year agreement

ARRIVALIST

Annual Subscription Tiers: Comprehensive

Basic \$54,000/annual*	Standard \$76,500/annual*	Plus \$90,000/annual
<ul style="list-style-type: none">• Always on Visitation Insights Dashboard• 3-month lookback window• **Attribution campaign monitoring• Up to 10 POI's• Dashboard support	<ul style="list-style-type: none">• Always on Visitation Insights Dashboard• 6-month lookback window• Up to 50 POI's• 2 Standard Visitation Reports/year• **Attribution campaign monitoring• Quarterly Account Management consultation• Dashboard support	<ul style="list-style-type: none">• Always on Visitation Insights Dashboard• 12-month lookback window• Up to 100 POI's• 4 Standard Visitation Reports/year• **Attribution campaign monitoring• Quarterly Account Management consultation• Dashboard support

*Annual Subscription billed upon delivery. 10% discount for 2 year agreement, 15% discount for 3 year agreement

**50MM estimated impression needed annually for owned media and Arrivalist Approved vendors

ARRIVALIST

A La Carte Menu*

Additional Points of Interest	\$250/year, minimum of 10 POI's
Locals vs. Non-Locals	\$15,000/year
Standard Reports	\$5,000/report
Custom Reports	Custom Pricing
Lookback Data	\$2,500/month
Arrival Regions	\$2,000 each/year
POI's Outside of Arrival Zone	\$2,000 each/year
TV Measurement Study	\$15,000/campaign
OOH Measurement Study	\$15,000/campaign
Digital Measurement Study	\$15,000/campaign

*Requires Annual Subscription

ARRIVALIST

Available Charts

Visitation	Attribution
Daily Arrivals	Campaign Performance
Visits by Time & Day	Days to Arrival
Visits by Origin Market	Distance to Arrival
Locals vs. Non-Locals*	Arrivals by Origin Market
Overnight vs. Daytrip	Arrivals by Channel or Creative
POI Map	Arrivals by Click
POI Cross Visitation	Arrival Sequences
POI Visits over time	Arrival Lift
POI Foot Traffic	Stay Lift

*Only available at certain annual pricing tiers or a la carte

ARRIVALIST

Partner Benefits:

- Access to platform at discounted (10-15%) rate
- Access to program through June 30, 2021*
 - Can participate at any time during this timeframe, and contract will remain active for one (1) year upon signup

For questions or to participate, contact:

Charles Lewis
Senior Business Development
charles@arrivalist.com
770.335.6776

**Program may be renewed to extend availability beyond June 2021*

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

TDTD Investment: \$44,500/year

- Provides partner access to Collaboration level benefits for no additional investment
- Provides a 25% discount on annual subscriptions for partners

CROWDRIFF

	Starter Platform	Advanced Platform	Collaboration
		Everything in Starter +:	
Sourcing	30 Social Trackers <i>(per business account)</i> Connect Portal Photo Uploading <i>(100gb of storage)</i>	30 Social Trackers <i>(per business account)</i> Hashtag Rights Management Photo Uploading <i>(100gb of storage)</i>	10 Social Trackers Photo Uploading <i>(10gb of storage)</i>
Enrichment	Owned Photo Auto Keywording Social Photo Auto Keywording Gallery Analytics	Calls to Action Google Analytics	Owned Photo Auto Keywording Social Photo Auto Keywording Gallery Analytics
Delivery	50 Web Galleries Sidekick	Unlimited Web Galleries 3 rd Party Share Portal Public Uploader	1 Web Gallery Unlimited Web Galleries for TDTD Website
Included	Phone & Email Support Training & Onboarding	Phone & Email Support Training & Onboarding Implementation Support Dedicated Account Manager	Phone & Email Support Group Training & Onboarding
Partner Investment	\$5,000/year	\$13,000/year <i>Current partners will have their price increased by \$500 each year on their renewal up until \$13,000.</i>	\$0
Add-On Functionality		Media Hub (\$2,000/year) ARM (\$2,000/year) Video Upload (\$2,000/year) Photowall (\$2,000/year)	

CROWDRIFF

Partner Benefits:

- Enhanced offering to those that participated in FY18/19:
 - 2x the number of social trackers (10 in total)
- 3-year, ongoing access to program (December 1, 2019 – November 30, 2022)
- For existing customers, renewals that fall in 2019 will remain at their current price of \$12,000. Renewals that fall in 2020 will be \$12,500 and renewals that fall 2021 will be \$13,000.
- Access to platform at discounted (25%) rate
 - Free offering available
- Additional discounts for partners:
 - An additional 5% discount will be applied to license cost of the below CrowdRiff License plans for partners that sign a 2-year agreement.
 - An additional 10% discount will be applied to license cost of the below CrowdRiff License plans for partners that sign a 3-year agreement.

For questions or to participate, contact:

Sandra Rzasa
Customer Success Manager
sandra.rzasa@crowdriff.com
416-432-4838

DIGITAL: EXPEDIA

Expedia connects brand with travelers through travel advertising solutions, and allows advertisers to reach travelers as they are planning for their next vacation.

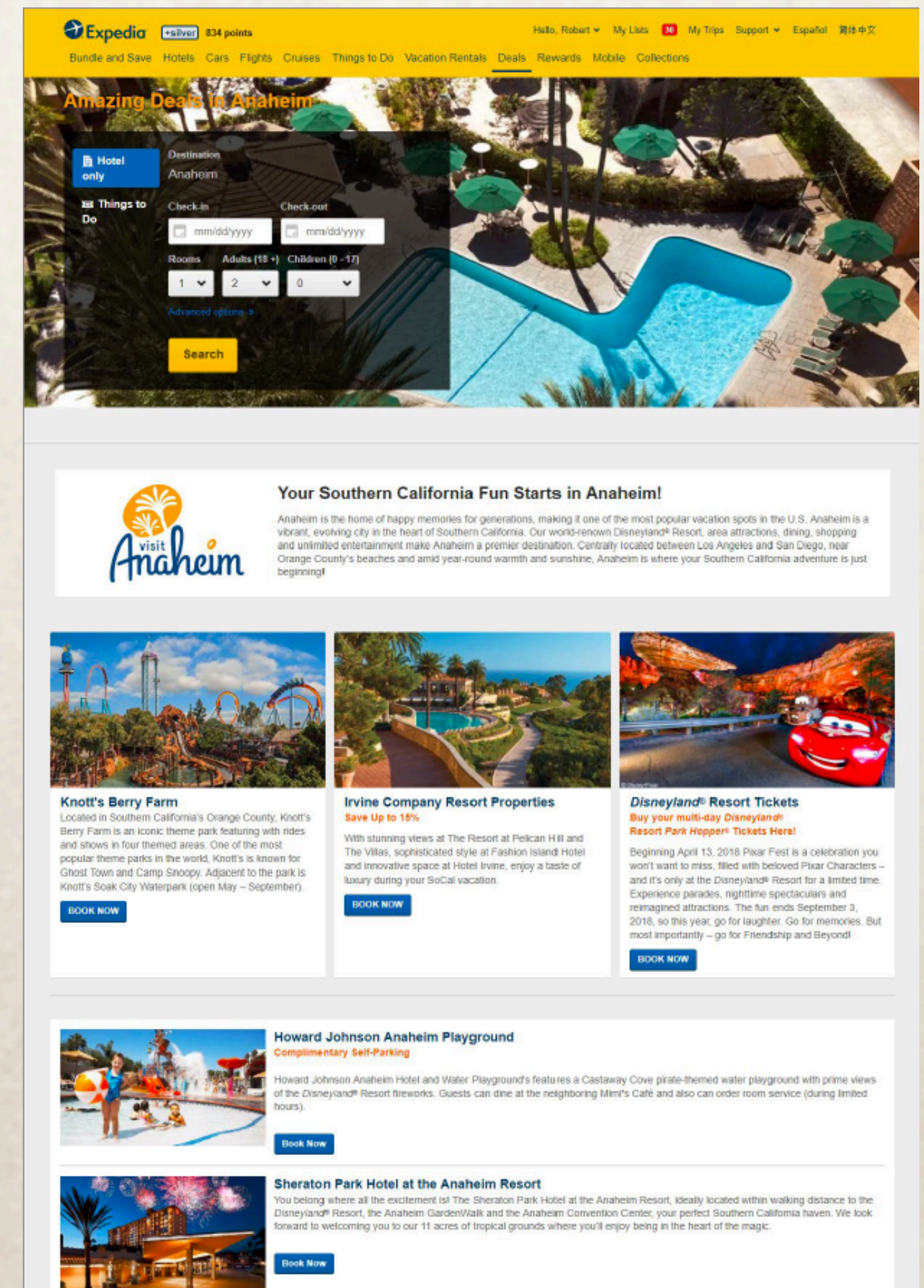
Expedia's Digital Co-Op Program provides 1:1:1 value match between Tennessee, its' partners, and Expedia Media Group. Utilizing Expedia Group's first-part data, the campaign will strategically target travel intenders and encourage them to book travel to Tennessee on Expedia and Expedia Group properties (hotels.com, travelocity.com, etc.).

Who can participate?

All partners

TDTD Investment: up to \$150,000 matching funds/year

- The matching increments will be awarded on a first-come-first-serve basis and a partner can select multiple slots up to \$150k.
 - Expedia will continue to match on a 1:1 basis above and beyond TDTD's \$150k matching dollars.
- All media to link to TN co-op landing page, featuring campaign participants.
- Expedia will provide full service support from campaign activation to insights, reporting and billing.



EXPEDIA

	Standard Tier: \$5,000 Partner Investment	Standard Tier: \$10,000 Partner Investment	Standard Tier: \$15,000 Partner Investment	Featured Tier: \$25,000 Partner Investment <i>4 partners max. Open to all partners, but DMOs highly suggested</i>
Value with TDTD + Expedia Match	\$15,000	\$30,000	\$45,000	\$75,000
Program Details	-Custom creative/banners driving to custom destination page	-Custom targeting options -Custom creative/banners driving to custom destination page	-Custom targeting options -Prominent positioning on TN landing page -Custom Destination landing page -Custom creative/banners driving to custom destination page	-Custom targeting options -Prominent positioning on TN landing page -Custom Destination landing page -Custom creative/banners driving to custom destination page -Opportunity for additional co-op value
Placement Opportunities	Marquee (\$45 avg. CPM*) 160x600 ROS (\$15 avg. CPM*) Native Results Listing (\$10 avg. CPM*) Native Tiles (\$8 avg. CPM*)			
Minimum Impressions Expected**	1,300,000	2,600,000	4,000,000	6,000,000

**CPMs are averages. Final CPM for individual partners will be dependent on targeting.*

***Final impressions dependent on targeting and placements. Participants guaranteed these impressions at a minimum.*

EXPEDIA

Partner Benefits:

- 3:1 value match on plans during the program duration (up to \$150,000 TDTD match)
- Pre and post campaign reporting provided to all campaign participants
- Creative support/development at no additional cost (if needed)
- Campaign management and support from Expedia including implementation, analytics and billing (multiple billing options available)

For questions or to participate, contact:

Mary Elizabeth Mosby
Senior Business Development Manager
mamosby@expediagroup.com
901-430-2948

DIGITAL CONTENT: MATCHA

Matcha specializes in storytelling — creating and distributing content for brands through content networks for state and local DMOs.



Matcha's Digital Content Program allows for easy content sharing with state partners as well as opt-in opportunity to services packages with additional content marketing solutions.

Who can participate?
DMOs

TDTD Investment: \$15,000 for content sharing

- Free option provides partners with content to add to their site or distribute via email, social, etc.
 - Limited to 15 partners; awarded on a first-come-first-serve basis

MATCHA

Who is this package best suited for?	The small brand or DMO with 1-2 marketers, extremely limited content marketing capacity, and need to extend the team’s capacity
Access to state content-sharing network?	YES
Content Supply	n/a
Content Distribution <i>(budget used for paid social content ads)</i>	n/a
Total Partner Investment	\$0
Total Investment (with TDTD match)	\$0*

**TDTD investment of \$15,000*

MATCHA

Partner Benefits:

- 3-year, ongoing access to free and paid programs (January 1, 2020 – December 31, 2022)
- Ability to leverage state's article library to distribute on owned and operated channels at no cost (up to 15 partners)

For questions or to participate, contact:

Fynn Glover

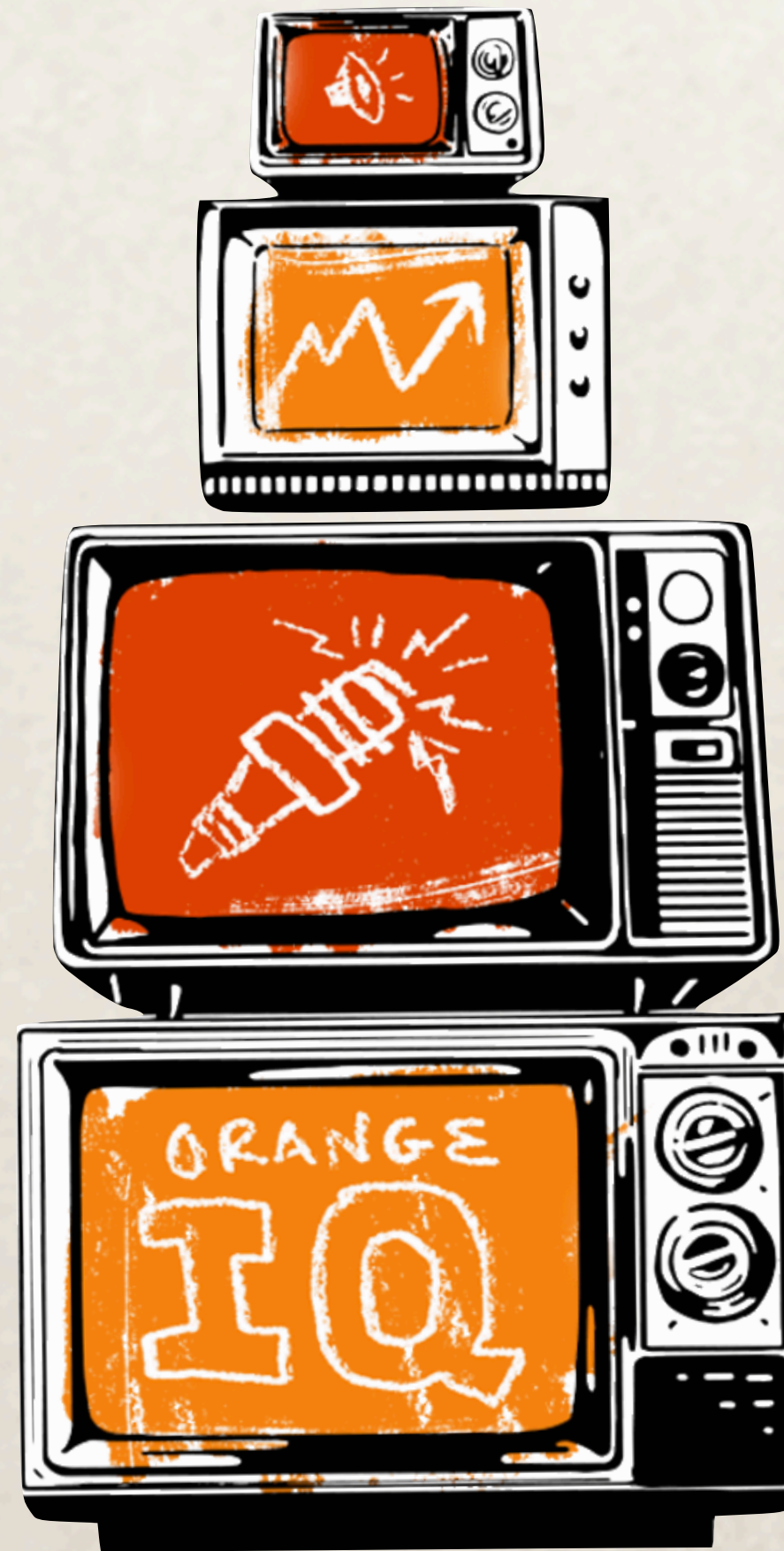
CEO

fynn@getmatcha.com

423-316-1776

DIGITAL: 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

ORANGE 142

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 address 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 towards lead generation	\$10,000
6 months		\$5,000
3 months		\$3,000

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.

ORANGE 142

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 months	40,000 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, Sound Cloud and more.
- All buys include a real-time reporting dashboard as added value.

**Discounted CPMs include management fees.*

ORANGE 142

Partner Benefits:

- 3-year, ongoing access to program (January 1, 2020 – December 31, 2022)
- 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

For questions or to participate, contact:

Emily Parli
Digital Sales Manager, Orange 142
Emily@Orange142.com
808-223-5840

DIGITAL: SOJERN

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



Sojern's Digital Co-Op Program provides 1:1:1 value match between Tennessee, its partners, and Sojern. 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.

TDTD Investment: up to \$120,000 matching funds/year

- The matching increments will be awarded on a first-come-first-serve basis and a partner can select multiple slots.
 - 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.

SOJERN

	\$1,000 Monthly Partner Investment*	\$2,500 Monthly Partner Investment*	\$5,000 Monthly Partner Investment*	\$7,500 Monthly Partner Investment*	\$10,000 Monthly Partner Investment*
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
	OR	OR	OR	OR	OR
Monthly Native Impressions (including match)	333,333	833,333	1,666,666	2,500,000	3,333,333
			OR	OR	OR
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

**3 month minimum, tactics are scalable and customizable*

SOJERN

Partner Benefits:

- Ongoing access to program (January 1, 2020 – December 31, 2022)
- 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)

For questions or to participate, contact:

Stephanie Dunford
Senior Sales Manager, Tourism
Stephanie.dunford@sojern.com
402.968.7543

BUDGET OVERVIEW

Vendor	Annual Budget	Notes
CrowdRiff	\$44,500	46 partners currently taking advantage of the Crowdriff program
Arrivalist	\$0	State contract is \$115k
Southern Living	\$69,674	Assuming 1 full-page ad + 3 additional partner pages
Sojern	\$120,000	Matching dollars awarded on a first-come-first-serve basis \$30k cap per partner, Sojern continue to honor discounted rates after all matching dollars are awarded
Expedia	\$150,000	Matching dollars awarded on a first-come-first-serve basis
Orange 142	\$0	No state matching required
Matcha	\$15,000	\$15k for free content sharing, continuing in 2021 for 10 partners currently enrolled
	\$399,174	