

The SOUNDTRACK of AMERICA
• MADE IN •

TENNESSEE®



2020-2022 ALL PARTNER CO-OP PROGRAM

A wide-angle landscape photograph featuring rolling green mountains in the background, a dense forest of trees in the middle ground, and a golden field in the foreground. The sky is filled with soft, white clouds. The word "OVERVIEW" is centered in the image in a large, white, serif font.

OVERVIEW

THE ASK

Develop three to five new co-op offerings for partners across the state to participate in over the next three years (2020 – 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

TIMING

January 1, 2020 - December 21, 2022*

(3-year program options)

**Unless otherwise indicated*

PARTNER REQUIREMENTS

- Must include TDTD logo on all assets (*exception: print ads*)
- Must include TDTD target markets within geo-targeting
 - Cincinnati, OH, Chicago, IL, Atlanta, GA, Dallas, TX , Indianapolis, IN, Birmingham, AL, Louisville, KY, Jackson, MS, Greenville, SC, Little Rock, AR , and St. Louis, MO
- Must work directly with vendor to implement and manage campaigns
- Billing will be handled directly between partner and vendor



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: \$59,674+ (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 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
Additional Partner Discount <small>on top of 70% discounted ad space</small>	30%	25%	15%
Minimum Participation*	2 partners required	3 partners required	6 partners required
Circulation	Alabama, Georgia, Midwest, North Carolina, South Carolina, Tennessee (1.2MM)		
Key Dates	Close date (April 2020 issue): 1/21/20 Materials due (April 2020 issue): 1/26/20 On sale date (April 2020 issue): 3/22/20 <i>*Note: these days may change slightly. Dates are based off 2019 editorial calendar.</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
- 3-year access to program (Spring 2020 – Spring 2022); available once each year

For questions or to participate, contact:

Holly Belk

Sales

holly.Belk@meredith.com

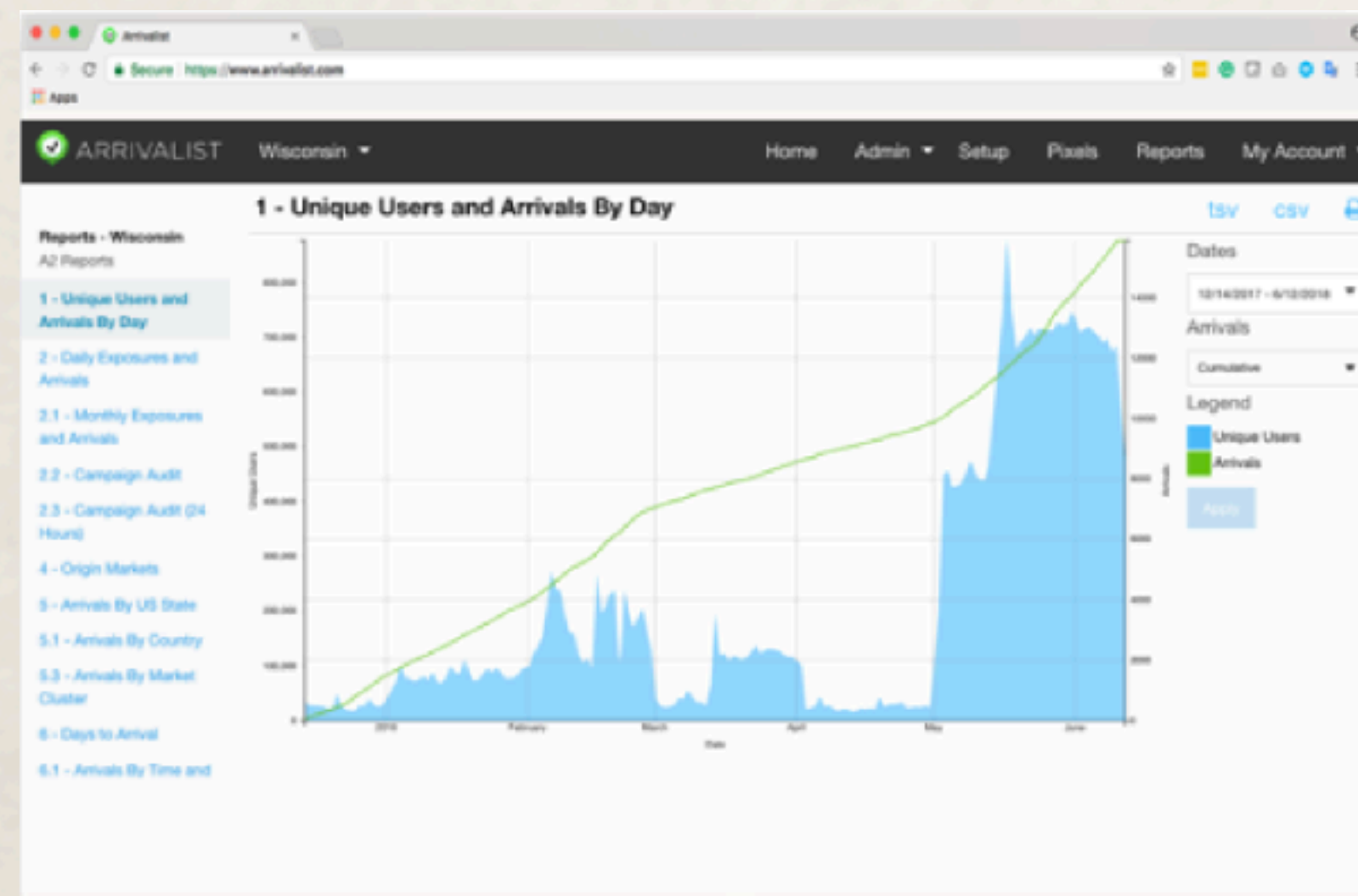
678-507-0110 x:113

The image features a background of vertical wooden planks with a natural wood grain and knots. The word "DIGITAL" is centered in a white, bold, serif font. Behind it, the words "FOR COMMERCE" are written in a large, dark brown, serif font, appearing as if they are part of the wood's texture or a watermark.

DIGITAL
FOR COMMERCE

ARRIVALIST

Arrivalist has the ability to measure offline response to online advertising by measuring device location changes to determine which paid and owned digital assets (cross-device) have the greatest influencer on travel to and within Tennessee.



Who can participate?

DMOs, hotels and attractions

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

- Provides a 25% discount on annual subscriptions to Tennessee partners
- Access to program through June 30, 2020 (not a 3-year program)
- POI set-up fee waived (\$5,000 value)

ARRIVALIST

Arrivalist 2.0 and 3.0 Overview:

	Arrivalist 2.0	Arrivalist 3.0
Features	<p>Accurate to 5-30 miles Based on IP Geo for exposures (updated weekly) and verified by GPS Data Measures arrivals from all exposed devices Require that devices be exposed before arriving</p>	<p>Accurate to 30 feet Based on GPS data matched to cookie data Tracking 80 million devices/month, regardless of exposure Can measure exposed and unexposed arrivals</p>
Use Cases	<p>Days to Arrival Best performing media sources and types Top performing origin markets & surprise markets Best performing sequences of exposure Arrivals per Click</p>	<p>Measure instar-state visitation (users traveling within the state) Points of Interest / Hotels Incremental time in market from exposed devices Cross device arrivals Measure incremental impact campaign by campaign Measure overlapping attraction visits</p>

ARRIVALIST

Arrivalist 2.0 On-Year Co-Op Options:

Annual Paid Media Impressions	Base	Standard	Comprehensive	Advantage	Discount
<i>Arrival Data</i>	10%	30%	50%	100%	-
Up to 50 million	\$27,000	\$30,750	\$38,250	\$41,750	25%
50-150 million	\$33,750	\$38,750	\$45,500	\$51,000	25%
150-500 million	\$43,250	\$49,250	\$56,250	\$61,500	25%

Arrivalist 3.0 On-Year Co-Op Options:

	Investment	Discount
Licensing Fee - 1 Arrival Zone*	\$86,250	25%
10 Additional Arrival Zones*	\$96,250	25%
Visitation Only (no attribution)	\$26,025	25%
Visitation Only with POIs (no attribution)	\$36,375	25%

*An Arrival Zone can be a county, city, state or other geographically-defined area. Arrival Zones to be defined and approved based on further discussion.

ARRIVALIST

Partner Benefits:

- Access to platform at discounted (25%) rate
- Access to program through June 30, 2020
 - Can participate at any time during this timeframe, and contract will remain active for one (1) year upon signup
- POI setup fee waived (\$5,000 value)

For questions or to participate, contact:

Matt Clement
VP, Marketing & Business Development
matt@arrivalist.com
501.538.7743

CROWDRIFF

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands through curated UGC. 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>(100gb 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 for renewals after 2019, 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

EXPEDIA

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

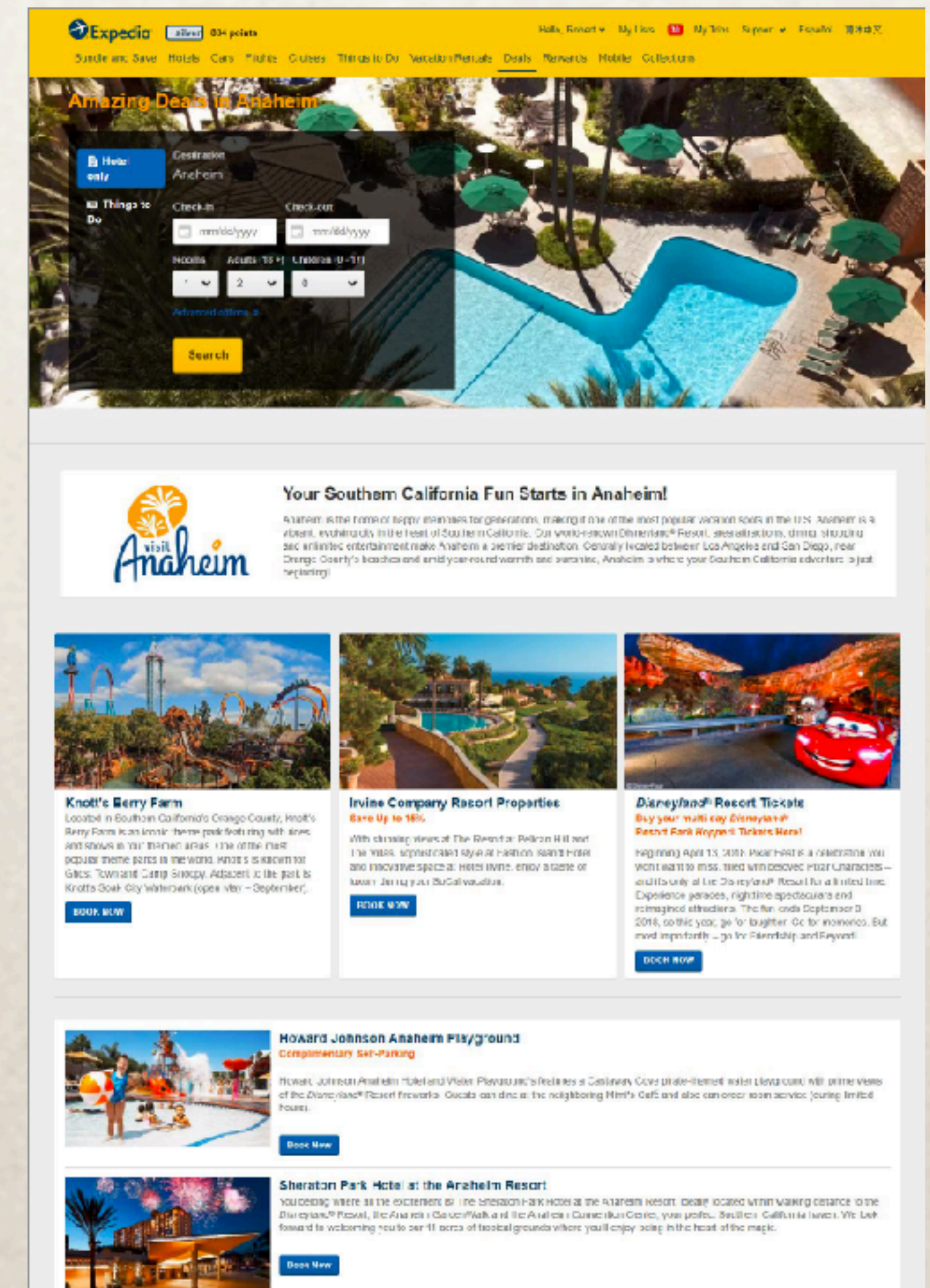
Expedia's Digital Co-Op Program provides 1:1:1 value match between Tennessee, its' partners, and Expedia Media Group. Utilizing Expedia Group's first-party data, the campaign will strategically target travel intenders and encourage them to book travel to Tennessee on Expedia and Expedia Group properties ([hotels.com](https://www.hotels.com), [travelocity.com](https://www.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-year access to program (January 1, 2020 – December 31, 2022)
 - *Campaign to run in the Spring - exact timing TBD*
- 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:

Laura Allen
Senior Business Development Manager
lauraallen@expediagroup.com
701-431-3564

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 + \$25,000 in matching dollars (\$40,000 total investment)

- 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
- The matching increments for the paid program(s) will be awarded on a first-come-first-serve basis
- Paid programs provide partners with a menu of content marketing services (e.g. original content creation, managed distribution).

MATCHA

	FREE	LITE	CORE	ADVANCED
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	The small brand or DMO with 1-2 marketers, extremely limited content marketing capacity, and need to extend the team's capacity	The small brand or DMO with 1-3 marketers, extremely limited content marketing capacity, and need for consistent content production, distribution, and expertise.	The mid-sized brand or DMO with 1-4 marketers and need for consistent content production, distribution, and expertise.
Access to state content-sharing network?	YES	YES	YES	YES
Content Supply	n/a	3 custom articles/year	6 custom articles/year	12 custom articles/year
Content Distribution <i>(budget used for paid social content ads)</i>	n/a	\$200/month	\$400/month	\$600/month
Total Partner Investment	\$0	\$2,500	\$5,000	\$7,500
Total Investment (with TDTD match)	\$0*	\$5,000	\$10,000	\$15,000

**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)
- State match on services package (until matching increments are awarded)
- Content creation and distribution (including paid social)

For questions or to participate, contact:

Fynn Glover

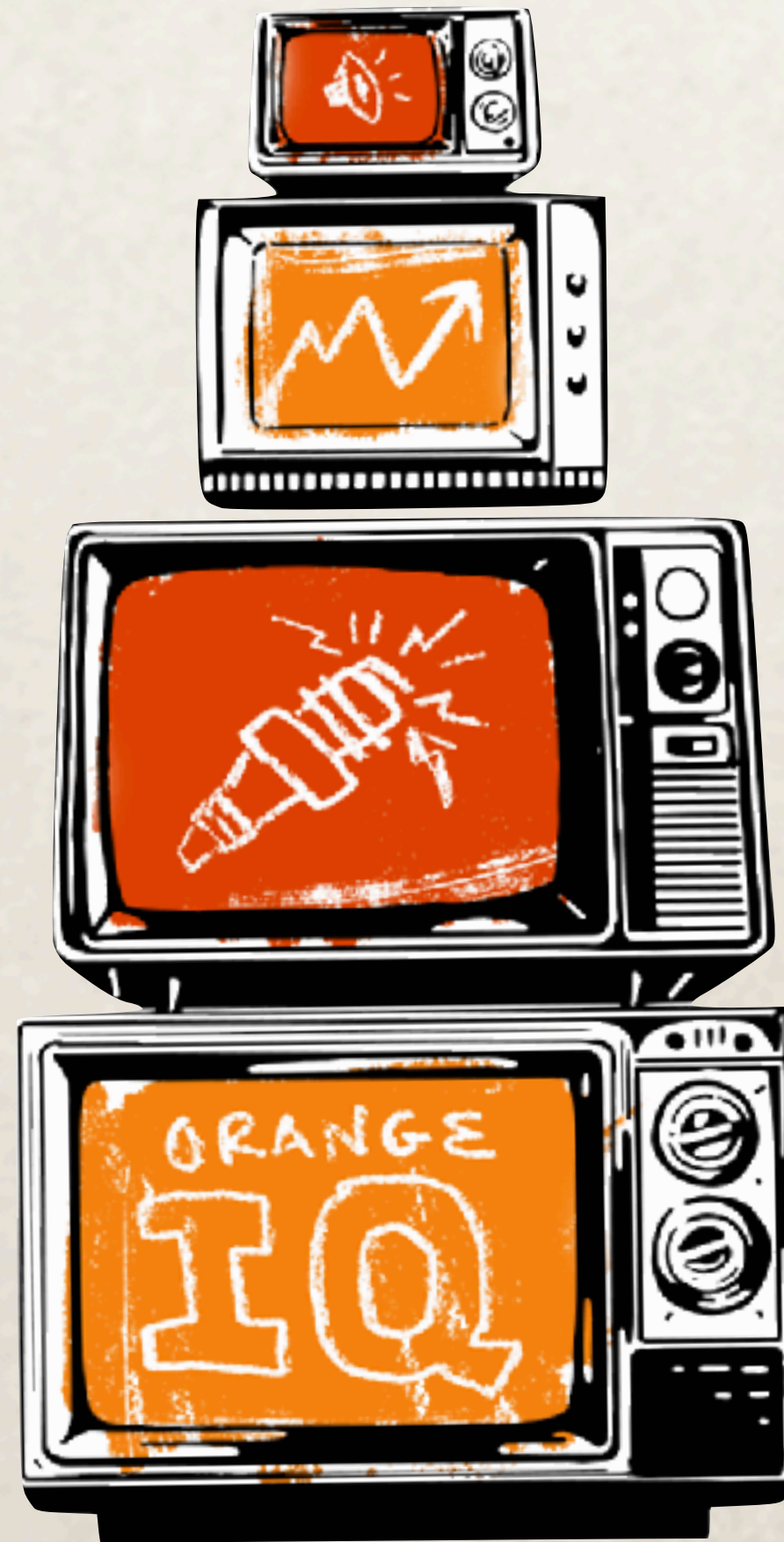
CEO

fynn@getmatcha.com

423-316-1776

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 a 33% discounted rate to TDTD partners.

Who can participate?

DMOs, Hotels, Attractions, and Restaurants/Restaurant Groups.

TDTD Investment

- State matching dollars have already been awarded for the 2019-2020 Fiscal Year. For the remainder of this time period partners can still take advantage of discounted rates with Sojern through the TDTD co-op program.

SOJERN (DISCOUNTED RATES)

	\$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 Display Impressions (including match)	200,000	500,000	1,000,000	1,500,000	2,000,000
	OR	OR	OR	OR	OR
Monthly Native Impressions (including match)	166,667	416,667	833,333	1,250,000	1,667,667
			OR	OR	OR
Monthly Video Impressions (including match)	Video not recommended at this investment level	Video not recommended at this investment level	357,142	535,714	714,285

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

SOJERN

Partner Benefits:

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

Jason Manges
Sales Director, Tourism
jason.manges@sojern.com
404-821-3615