



NEW - The Tennessee UGC Partner Network, exclusive to our partners!

November 9, 2018

It is with great excitement that we bring you the Tennessee UGC Partner Network - the first of its kind. The Tennessee Department of Tourist Development has teamed up with [CrowdRiff](#) to make it easier for tourism-marketing organizations in Tennessee to find and use user-generated content (UGC) from social media and work with visuals in one centralized Digital Asset Manager (DAM).

Why Tennessee is investing in UGC

We aim to give our partners access to the cutting edge tools they need to outpace marketing trends and stay relevant. More than ever, UGC is shaping the way tourists make decisions about where to go and what to do. UGC is crafted by real people, making it authentic, trusted and highly influential to travelers, but we know it's time consuming to search for and acquire rights to use this type of content.

The UGC Partner Network

CrowdRiff is a visual marketing platform tailor-made for destinations, museums, attractions and resorts that enables marketers to tap into UGC and streamline the way they work with visuals. We've partnered with CrowdRiff to launch a UGC Partner Network that allows any tourism entity in the state to easily source and use UGC in their marketing, but also to share and collaborate on that content with Tennessee.

Benefits to joining the network include:

- The ability to feed user-generated content directly to the TDTD and/or regional and community partners, seamlessly
- Curate visual content on your partner page on [tnvacation.com](#)
- Gain access to CrowdRiff's technology, including advanced UGC and Digital Asset Management capabilities
- Take advantage of exclusive network pricing

Special pricing has been negotiated on behalf of tourism organizations and provides a chance for all to participate. Pricing ranges from a \$5k/year Starter Platform tier to a \$12K/year Advanced Platform tier with functionality based on your needs.

For additional information on the tiers, please see below.



NEW - The Tennessee UGC Partner Network, exclusive to our partners!

Tennessee Partner Network Structure: Two Paid Tier Options

Starter Platform, \$5K/year

or

Advanced Platform, \$12K/year

Everything in Starter +:

Sourcing

Social Tracking (50 trackers)
Photo Uploading*
*100gb of storage

Sourcing

Social Tracking (300 trackers)
Hashtag Rights Management
Photo Uploading*
*100gb of storage

Enrichment

Owned photo auto keywording
Social photo auto keywording
Gallery Analytics

Enrichment

Calls to Action
Google Analytics

Delivery

50 Web Galleries
Live Photo Wall
Sidekick

Delivery

Unlimited Web Galleries
3rd Party Share Portal
Public Uploader

Included:

Phone and Email Support
Training & Onboarding

Phone and Email Support
Implementation Support
Training & Onboarding
Dedicated Account Manager

For smaller DMOs with limited budgets, we have a special “Collaboration Tier” that provides limited access to CrowdRiff at no cost and the ability to curate content on your partner page on tnvacation.com. **To learn more about the partner network, we highly encourage joining us for an upcoming live launch webinar on December 4th, 2018!**