MEET THE BRAND TEAM

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THE MARTIN AGENCY
VTC’s Agency of Record
ANNUAL PROGRAM

- Maximize value to partners
- Provide flexible solutions
- Simplify the process
- Drive tangible results
Provide a **mix of media channels** that will help drive awareness and consideration of your brand, product or destination.

Inspire participation through **incentivized reimbursement** offerings and **increased education**.

Deliver **turnkey opportunities** to provide ease of use.
If you are unsure of how to start planning your Paid Media plan, this Planning Guide is available at: vatc.org/marketing/advertising/partneradvertising/

### VTC PARTNER MEDIA PLANNING GUIDE

Paid media offer many options to raise awareness and consideration of your brand as a travel destination. And while media planning can be intimidating, we’ve outlined some tips and examples that may help you start the process.

**Media Planning Tips**

- Start with your goals. From brand awareness to website traffic to ticket sales, your goals will inform your channel tactics and spend allocation.
- Reach the right consumer. Focus on ways to target people who are travel enthusiasts.
- Don’t waste ad impressions. Go after the markets that consumers are more likely to travel from.
- Get credit. Include your location information in every ad.
- Get the most for every dollar. Choose media with a lower Cost Per Thousand (CPM) to reach more people for less cost.
- Highlight your offering. Focus on the unique experiences you can offer consumers.
- Do more with less. Leverage VTC’s funding opportunities, like the Marketing Leverage Program and Industry Advertising Co-op Program, to stretch your budgets further.

**Where to Start**

Take advantage of VTC’s free marketing tools and resources:

- Get listed on Virginia.org
- Submit content to the Virginia Travel Blog
- Tap into VTC’s industry research
- Sign up for PR leads
- Leverage the strength of the Virginia is for Lovers brand
- Source images and videos from VTC’s vast media library

**Sample Media Plans**

Here are just a few examples of media plans by budget, for a 3-month campaign period. We hope you will see how each opportunity can be molded to fit your goals and needs, as many variations are possible.

<table>
<thead>
<tr>
<th>MEDIA ROLE</th>
<th>CHANNEL</th>
<th>$30K BUDGET</th>
<th>$60K BUDGET</th>
<th>$100K BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness*</td>
<td>Streaming Audio</td>
<td></td>
<td></td>
<td>$25,000</td>
</tr>
<tr>
<td></td>
<td>Out-of-Home/</td>
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<tr>
<td></td>
<td>Digital Out-of-Home</td>
<td></td>
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</tr>
<tr>
<td>Consideration**</td>
<td>Print</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>Social</td>
<td>$2,500</td>
<td>$3,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
THE ROLE OF MEDIA

TV · RADIO · OUT-OF-HOME

PRINT · DIGITAL · SOCIAL

TRAVEL SITE · TRAVEL GUIDE

SEARCH

AWARENESS

CONSIDERATION

CONVERSION
THE CO-OP MEDIA MIX

AWARENESS
- Blue Ridge Outdoors
- Leisure Media 360
- Facebook/Instagram

CONSIDERATION
- TripAdvisor
- Virginia Travel Guide

CONVERSION
- Google Ads
- Adara
Grant and Funding Sources

Virginia Tourism Corporation (VTC) Marketing Leverage Program

VTC Recovery Marketing Leverage Program

Virginia Tourism Corporation (VTC) Recovery Marketing Leverage Program Summer 2021 are closed.

- The VTC Recovery Marketing Leverage Program Summer 2021 Applications are now closed.
- Award decisions on submitted applications should be announced by July 30, 2021.
- Please visit https://www.vatc.org/grants/ for future VTC funding program announcements.

Contact Staff

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  Director of Planning & Partnerships
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- Angela Wiggins
  Partnership Marketing
FY23 CO-OP APPROACH
FY23 CO-OP APPROACH

ESTABLISHED PROGRAMS
● Highest partner participation
● Proven results

EXPANDED OFFERINGS
● Increase VTC investment
● Lower partner minimum investment

NEW OFFERINGS
● Provide new targeting and reporting opportunities through data-driven digital programs.
Build social engagement and increase web traffic by promoting your content on Facebook and Instagram.

Margaree Brown, MediaHub: Margaree.Brown@mediahubww.com
Leverage Facebook and/or Instagram to share news and updates, special offers and events, and strategic content to key audiences.

Parameters
Tag Virginia is for Lovers (Facebook) or @VisitVirginia (Instagram) to receive reimbursement on social campaigns.

Reimbursements
• 25% Reimbursement
• $10,000 max. reimbursement
In order to tag VTC, partners must be an **Official Branded Content Partner** of VTC on Facebook.

If new to the program, follow the instructions provided on the application.

[vatc.org/marketing/advertising/partneradvertising/social-media-opportunities](vatc.org/marketing/advertising/partneradvertising/social-media-opportunities)
Reach consumers who are actively looking for content related to your destination, product or services.

Margaree Brown, MediaHub: Margaree.Brown@mediahubww.com
events in alexandria this weekend

Alexandria Events This Weekend - View the Event Calendar
Explore the Complete Event Calendar For a Wide Variety Of Events. Discover Local History, Art Shows, Virtual Events, & Much More Award Winning Restaurants. Luxurious Accommodations. #1 Best Value U.S. City. Minutes From DC. Vibrant Arts & Culture.

Old Town Alexandria
Just Minutes From Washington DC
A Top Travel Destination

Things To Do
Browse All the Things to Do Now
As Alexandria Reopens & More

rafting in virginia
Riverside Outfitters - Whitewater Rafting In RVA

Lower River Rafting
Our Most Popular RVA Rafting Trip. Class III-IV Rapids Downtown.

Upper River Rafting
A More Relaxing Rafting Adventure. Perfect For Families & Kids.

Weekend Sunset Trip
Experience Beautiful RVA Sunsets Available Fridays & Saturdays

Falls Of The James Trip
Enjoy Both The Upper & Lower River Rafting Experiences.
PARTNER OFFER

Implement search campaigns that targets users who:

- Have decided to visit Virginia but need assistance in planning the specifics of their trip; or
- Are looking for content related to your product, experience or destination.

Parameters

Include the Virginia is for Lovers logo with link to virginia.org on relevant landing pages.

*Google Search Network only; Google Content Network is excluded.*

Reimbursements

- 25% Reimbursement
- $25,000 max. reimbursement
Engage with travel enthusiasts actively looking for travel inspiration and resources.

Mallory Smith, Tripadvisor: msmith@tripadvisor.com
Geo-targeted run-of-site banners on Tripadvisor.com will run alongside mid-Atlantic content, served to users within a 200- to 400-mile radius of Virginia who are actively looking at mid-Atlantic content on Tripadvisor.

**Run-of-Site Banners: 75% Discount**

- Partner investment: $500* minimum; $50k maximum
- VTC investment: 50% match; maximum match of $25k
- Tripadvisor investment: 25% match

*Partners investing < $5k must use Tripadvisor’s new self-service platform, Tripadvisor Media Manager (TMM)*

**Added Value:** ($5k value)

Receive design services with $10K+ campaign investment.

**What’s New**

- Lowered minimum spend from $5k to $500, with self-service platform for those spending < $5k.
SAMPLE INVESTMENT:

$5,000  Partner spend
$2,500  VTC match
$1,250  TripAdvisor match
$8,750  Total value
Instructional Video and pre-recorded webinar on vatc.org

Maximize results, on your own terms with Tripadvisor Media Manager

It’s never been easier to reach 498 million travelers who use Tripadvisor globally every month. Tripadvisor Media Manager is the simplest way to create, manage, and optimize your ad campaigns. Buy on your own terms with the flexibility to choose the audience, budget and ad formats that work best for your brand objectives. From start to finish, Tripadvisor’s self-service platform puts you in control.

Get Started
PRINT & DIGITAL CONTENT

Leah Woody, Blue Ridge Outdoors: leah@blueridgeoutdoors.com

Leverage a trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social opportunities.
PARTNER OFFER

Print: 50% Discount
Partners can choose any issue between July 2022-June 2023 to place ads
• Option to combine traditional ad with advertorial

Digital Package: 25% Discount (2 packages available to choose from)
Option 1
● Native Post (sponsored content for 1 week on home page)
● Facebook Share of Native Post
● 1x Trail Post E-Newsletter (share of native post)
● Package Price: $895 (value: $1,195)

Option 2
● Standard Banner ROS ad for 1 month (728x90, 300x250 or 300x600)
● 1x Trail Post E-Newsletter
● 2x Instagram Story with 3 Tiles
● Package Price: $1,295 (value: $1,795)

Added Value: Lead Gen with Virginia Destination Giveaway (September 2022 and May 2023)
PRINT & DIGITAL CONTENT
DIGITAL BANNERS & VIDEO

Place banner and video ads in front of targeted audiences who are interested in travel.

Denise Koff, LeisureMedia360: dkoff@leisuremedia360.com
LeisureMedia360 will work with you to develop your creative assets and manage the programmatic campaign from start to finish.

**Targeting**

- Inventory targeted against geography, demographics, interest and behaviors.
  - Added Value: Retargeting
  - Segments: Family, Outdoor, Food & Wine, Music Lovers, History Lovers or even more specific based on goals.

**What’s New**

- Ability to run banners and/or videos during any of the 7 months of the program
- Monthly campaigns available in July, August, September, October, April, May, June
EXAMPLES

**BANNER AD**

**VIDEO AD**
Place your message in front of consumers who are actively making and extending Virginia travel plans.

Jo Diedrich, LeisureMedia360: jdiedrich@leisuremedia360.com
Print Ads
- Pricing on vatc.org
- Advertorial Option

Added Value
All advertisers also receive a free listing in their Region.

Rewards Program
Advertisers receive discounted rates on Virginia.org ads

September 2022 – Sales Close

vatc.org/marketing/advertising/guideadvertising
EXAMPLES

History, INSPIRED. HAMPTON, VA
EST. 1610

Carefully crafted beverages, from our land to your hand

Enjoy DC's Wine Country
Explore more than 40 wineries and tasting rooms as rolling hills and lush green fields, with vines as sprawling as the Virginia vineyard views.

Hop onto the LoCo Ale Trail
With 20 breweries and counting, Loudoun is one of the most vibrant craft beer destinations in the US, but with a diversity of settings no other region can match.

Discover Loudoun Cider & Spirits
Loudoun's ciders highlight the abundance of fresh produce while our distilleries produce spirits fine enough to be sipped or perfectly blended into your favorite cocktail.

Visit LOUDOUN
visitloudoun.org | LoudounLove

LEISURE MEDIA 360

VIRGINIA'S SCENIC WATERFALLS

Mountains
Parks and Gardens

EXPLORE RICHMOND
Richmond is Virginia's largest city, offering a diverse range of cultural, historical, and natural attractions. From museums and galleries to parks and nature trails, there's something for everyone in Richmond!

VA LOUDOUN COUNTY
A growing destination for both tourists and locals, Loudoun County offers a mix of natural beauty, historical sites, and delicious food and drink experiences. Visit Loudoun County today and explore its many wonders!

Visit Virginia
VisitVirginia.com

CALL 800-867-5778
Utilize Adara’s 1st party travel intent data to reach the right audience, with the ability to provide detailed reporting and optimizations off your destination’s preferred KPI’s (bookings, engagement with content, leads).
PARTNER OFFER

Display Match Program
- VTC matches at 50%; Adara matches at 50%, (max up to $5,000)
- Partner minimum spend of $5,000

Examples

<table>
<thead>
<tr>
<th>Destination invests $5k:</th>
<th>VTC matches $2500 and Adara matches $2,500 for a total of $10k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination invests $10k:</td>
<td>VTC matches $5000 and Adara matches $5,000 for a total of $20k</td>
</tr>
<tr>
<td>Destination invests $20k:</td>
<td>VTC matches $5000 and Adara matches $5,000 for a total of $30k</td>
</tr>
</tbody>
</table>

- 3-month campaign
- Targeting and Geography: Customized by destination
- Detailed reporting on the destination’s preferred KPI’s
Utilize purchase-based data to identify individuals who have transacted in Virginia but don’t reside there. Epsilon can then increase reach by modeling those travelers and finding travelers that look like them to drive increased visitation and visitor spend.
EXAMPLES

**Deterministic (Purchase data)**
Explicit data provided by people during purchases

- Name, Address, Email etc.

**VISITATION & SPEND BY ZIP CODE**

- 16.5% of measured visitor spend in Vermont came from the Stowe's 05672 zip code; Additionally, that measured visitor spend was driven by 776 visitors spending within the 05672 zip code.
- 05655 zip code also drove the highest yield per visitor at $776
**PARTNER OFFER**

**Media and Attribution**

Investment by Flight
- $50k overall investment
- 5 Destinations investing $5,000 each ($25k total)
- VTC invests $25k ($5k per partner matching program)
- Epsilon invests $5k (10% of total impressions; $1k per partner)

Flight periods
- July-October 2022
- March-June 2023

Partner will receive one Net Economic Impact Report

**What’s New**
- New partner opportunity in FY23
- Opportunity for 10 destinations to participate based on investment
## FY23 CO-OP
### PARTNER OFFER

<table>
<thead>
<tr>
<th>Platform</th>
<th>Offer Details</th>
</tr>
</thead>
</table>
| Facebook & Instagram | 25% Reimbursement  
$10,000 max. reimbursement |
| Google            | 25% Reimbursement  
$25,000 max. reimbursement |
| TripAdvisor®      | 75% Discount on banner ads, with added value options for design services  
$50,000 max. reimbursement |
| Leisure Media 360 | Advanced targeting capabilities with online banners and video  
Assistance with campaign development, design services and performance analytics. |
**FY23 CO-OP PARTNER OFFER**

| LEISURE MEDIA 360 | Print advertisers receive free listing  
| Rewards Program discount on Virginia.org ads |
|------------------|--------------------------------------|
| BLUE RIDGE OUTDOORS | 50% discount on print ads  
| 25% discount on digital packages |
| ADARA | 50% matching from VTC and Adara  
| Advanced travel intent data with targeting customized by partner |
| EPSILON | Coming Soon! |
## FY22 CO-OP
### WHAT’S NEW

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TripAdvisor</td>
<td>Minimum spend lowered from $5k to $500, with self-service platform for partners spending less than $5k.</td>
</tr>
<tr>
<td>Leisure Media360</td>
<td>Video available in September and May (previously May only) for up to 12 partners.</td>
</tr>
<tr>
<td>Blue Ridge Outdoors</td>
<td>Additional digital package</td>
</tr>
<tr>
<td>ADARA</td>
<td>New partner opportunity in FY23 for up to 15-30 partners.</td>
</tr>
<tr>
<td>Epsilon</td>
<td>Coming Soon!</td>
</tr>
</tbody>
</table>
Kerry McNally, The Martin Agency: kerry.mcnally@martinagency.com

Emily Brillanti Fowler, Tripadvisor: ebrillanti@tripadvisor.com

Denise Koff, LeisureMedia360: dkoff@leisuremedia360.com

Leah Woody, Blue Ridge Outdoors: leah@blueridgeoutdoors.com

Jo Diedrich, LeisureMedia360: jdiedrich@leisuremedia360.com
QUESTIONS?
THANK YOU

vatc.org/advertising