

# Leveraged Media Co-op Campaign

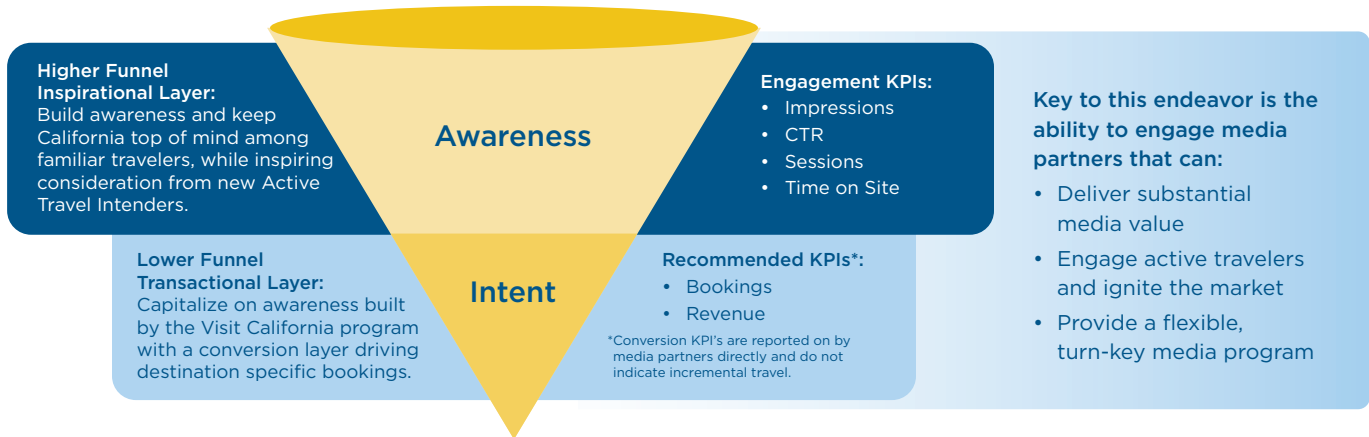
## OBJECTIVE

Stimulate California’s tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

The Visit California ‘California Road Trip Republic’ and ‘Childhood Rules’ campaigns will run on a national level from August 14, 2023 - June 30, 2024 across digital and online TV designed to inspire and drive awareness while the co-op campaign platform will work on a local level drive intent – capitalizing on the high funnel tactics of the larger umbrella campaign.

## STRATEGIC APPROACH

Visit California leveraged existing digital media partnerships to create flexible cooperative marketing solutions delivering high value media programs at competitive rates.



## MEDIA REQUIREMENTS & BENEFITS

- Rates and CPMs have been pre-negotiated for all participating partners
- Added value impressions guaranteed on all buys
- Visit California will match 25% of all media spend (paid directly to partner for dispersement to media vendors) if partners adopt ‘California Road Trip Republic’ and/or ‘Childhood Rules’ creative platforms
- The Shipyard available for comprehensive creative services
- Creative templates will be available for partner execution

## CO-OP PROGRAM TIMING

- Flight: August 14, 2023 - June 30, 2024
- Final deadline for participation: May 1, 2024

## TIMELINE FOR SUBMISSION OF INVOICES FROM DMOS

- Invoices submitted from DMOs must be received by The Shipyard by the 15th of the month.
- Industry partners can expect payment within 60 days of providing their invoice.
- The Shipyard includes DMO invoice in Visit California’s current month billing (i.e. DMO submits invoice to The Shipyard on 12/14. The Shipyard includes DMO invoice in Visit California December billing).
- The Shipyard submits billing to Visit California on the 5th of the month (in the example above, the December Visit California billing is submitted to Visit California on 1/5).
- Visit California pays The Shipyard 30 - 45 days after receipt of billing from The Shipyard.
- The Shipyard processes payment to DMO within 15 days after receipt of payment from Visit California.

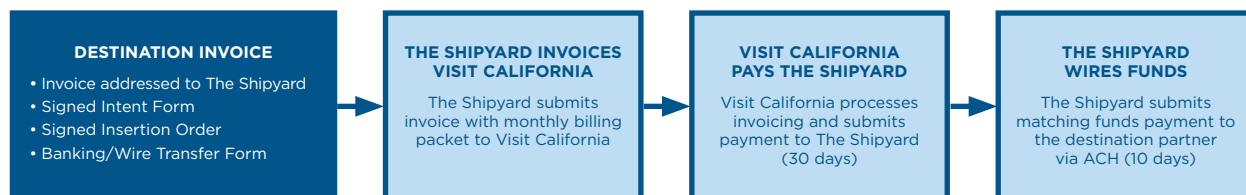
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### HOW TO PARTICIPATE

1. Letter of intent to participate from industry partners approved by Visit California.
2. The Shipyard sets up media introductions and begins creative discussions.
3. Industry works directly with media partners to develop and execute custom programs.
4. Industry agrees to feature Visit California logo, with a hyper link to VisitCalifornia.com, on their website.
5. Industry authorizes access for Visit California/The Shipyard to real-time results from media partners.

**TO PARTICIPATE** Submit letter of intent no later than May 1, 2024, to [collaboration@visitcalifornia.com](mailto:collaboration@visitcalifornia.com)

### CO-OP PROCESS



### PARTNER DETAIL

Additional partner considerations may become available throughout fiscal year 2024.



- Reach audiences within the Tripadvisor platform and their extended partner network
- Display, Native and Video
- Social media option available with varying parameters
- Targeted to California users actively searching for travel across TripAdvisor properties
- 25% discount off base CPMs
- 25% match on all media spend
- Minimum investment: \$25,000



- Leverage 270+ data partnerships with opportunity to hone in on active travel planners
- Display, Native and Video
- Leverages Adara 1st and 3rd party data signals to engage active travelers.
- 50% match on Display and Native
- 20% match on Video
- Social audiences available for self-server programs
- Minimum investment: \$10,000 (\$5,000 min/month)



- **NEW for Sojern Video/CTV :15s/:30s**  
Focus on upper funnel awareness, flighted to support key heavy up periods
- Leverage leading travel-data programmatic solution with 80+ data partnerships and an opportunity to target active travel planners
- Display, Native and Social
- Leverages Sojern 1st and 3rd party data signals to engage active travelers
- 30% discount on base display CPM
- 30% discount of Video/CTV
- Minimum investment: \$10,000



- Deliver placements within valuable hotel and vacation planning content across Expedia owned sites
- Display, Responsive, Native and Video
- Targeted to California users actively searching for travel across Expedia, Orbitz, Travelocity and the Expedia Passport network
- 1:1 match on spend
- Minimum investment: \$10,000

# Leveraged Media Co-op Intent to Participate Form

INDUSTRY PARTNER NAME	VISIT CALIFORNIA MATCH BUDGET (IF APPLICABLE)
MEDIA BUDGET	PRODUCTION BUDGET (IF APPLICABLE)

## PARTNERSHIP ENGAGEMENT

- OPTION 1:**  
**Leverage Media Rates**  
**Visit California Match Funds**  
**The Shipyard Creative Services**  
To execute all *California Road Trip Republic* and/or *Childhood Rules* assets.

**OPTION 2:**  
**Leverage Media Rates**  
**Visit California Match Funds**  
Partner executes all *California Road Trip Republic* and/or *Childhood Rules* assets.  
Assets to be approved by Visit California.

**OPTION 3:**  
**Leverage Media Rates**

## CAMPAIGN CREATIVE LAYERS

- CALIFORNIA ROAD TRIP REPUBLIC       CHILDHOOD RULES

## MEDIA

Identify desired media vendors and budget allocation to total media investment. Match funds can be allocated to any media partner, regardless of Industry investment, as long as spend meets minimum vendor allocation.

VENDOR	INDUSTRY BUDGET	VISIT CALIFORNIA MATCH (25%)	MEDIA WINDOW (DATES)
<i>Example: Adara</i>	\$10,000	\$2,500	Aug. 1, 2023 - Sept. 30, 2023
<b>Tripadvisor</b> <small>Minimum \$25,000 investment</small>			
<b>ADARA</b> <small>Minimum \$10,000 investment</small>			
<b>SOJERN</b> <small>Minimum \$10,000 investment</small>			
<b>Expedia</b> <small>Minimum \$10,000 investment</small>			

## CREATIVE SERVICES

In addition to the 25% match funding to support Industry Partners Media Buys, participants adopting the ‘California Road Trip Republic’ and/or ‘Childhood Rules’ platforms are eligible to receive creative production support aligning with the tier of their media buy:

MEDIA BUDGET	CREATIVE DELIVERABLES
\$10,000-\$25,000	1 Animated Banner: 5 Standard Sizes (IAB) with static backup 1 Native execution (Image + Copy)
\$26,000-\$50,000	2 Animated Banners: 5 Standard Sizes (IAB) with static backup 2 Native executions (Image + Copy)
\$51,000-\$100,000	3 Animated Banners: 5 Standard Sizes (IAB) with static backup 4 Native executions (Image + Copy)
\$100,000+	3 Animated Banners: 5 Standard Sizes (IAB) with static backup 4 Native executions (Image + Copy)

### AD HOC CREATIVE SERVICES NEEDED?

- YES       NO

Additional Creative support is available on an ad hoc basis through The Shipyard and estimates will be provided as needed. Industry partners are required to provide The Shipyard with imagery and a white logo in EPS format before production starts.

\*IAB Package Includes: 160x600, 300x600, 300x250, 728x90 & 300x50 or 320x50

**Please allow 2 weeks for creative development from time of asset handoff.**

SIGNATURE: \_\_\_\_\_