



Friendly City by the Sea



2025-2026 VISIT NC PARTNER CO-OP PROGRAM
POSSIBLE ADDITIONAL MEDIA PLACEMENTS

Presented by: Anne Marie Bass, Front Row Communications

VISIT NC: 2025-2026 Partner Co-Op Interest Form Selections - SUMMARY

PLACEMENT 1: 2025/2026 – Visit NC Instagram UGC Promotion - \$1000

PLACEMENT 2: 2025/2026 – Visit NC Pinterest SEO Promotion - \$500

PLACEMENT 3: 2025/2026 – Visit NC Featured Event Facebook Promotion - \$1000

PLACEMENT 4: 2025/2026 – Visit NC Website Featured Content Sponsorship - \$1200

PLACEMENT 5: Welcome Journey Featured Content in Visit NC E News Sign Up Eblast - \$500

VISIT NC PARTNER CO-OP PROGRAM POSSIBLE TOTAL - \$3200

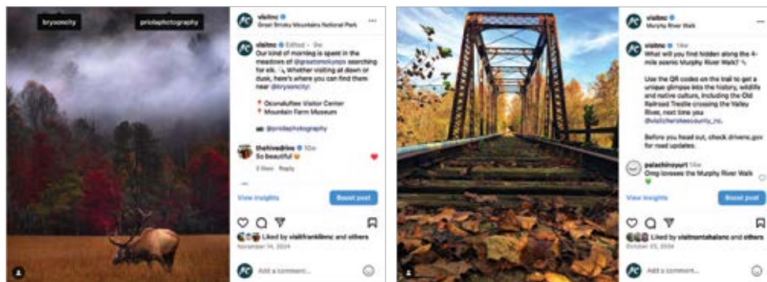
SOCIAL PROGRAMS (CONTINUED)

Instagram UGC Promotion

Visit NC's social media team will utilize user-generated content (UGC) featuring your destination to create one (1) organic feed post during the month your program runs. The social team will search for UGC among the four (4) locations you provide and select the final image to be featured on Instagram. The program includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on your behalf. You may also opt in for the Joint Posting program at no extra cost so that posts may live on both your Instagram feed and Visit NC's.

PARTNER BENEFITS

This program provides your destination with permanent real estate on Visit NC's feed, which has a highly engaged Instagram audience of over 204,000 followers. During 2024, UGC promotions earned a higher average engagement rate (7.72%) than Instagram posts overall (7.36%).



PRICE

\$1,000

INVENTORY

One (1) partner spot per month (12 spots total per fiscal year)

PLACEMENT 1: 2025/2026 – Visit NC Instagram UGC Promotion

Joint Posting Opportunities

This added-value program allows you to opt in to have your posts live on both your Instagram feed and Visit NC's. When you purchase a social media spotlight or Instagram UGC promotion program, you have the option to take advantage of joint posts. If you purchase both a social spotlight program AND an Instagram UGC promotion, you will receive one (1) free joint post at the Visit NC social team's discretion.

PARTNER BENEFITS

Joint posts amplify engagement with the content posted, as followers from both users' platforms will have the post on their feed. Posting instructions for you to opt in to the joint post will be sent along with sign-up confirmation.

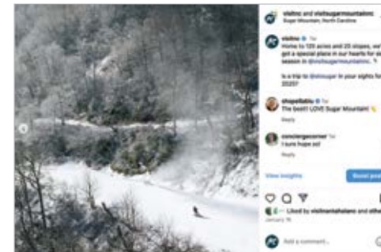
PRICE

Free

INVENTORY

Available to all partners participating in either:

- Social Media Spotlight
- Instagram UGC promotion



Month Selected - **OCTOBER**

PLACEMENT 2: 2025/2026 – Visit NC Pinterest SEO Promotion

CONSIDERATION PROGRAMS

MULTICHANNEL PROGRAMS (CONTINUED)

NEW Pinterest SEO Promotion

This new program allows you to add a destination-forward pin published on a relevant board on the Visit NC Pinterest channel. Visit NC will collaborate with you in creating your pin prior to publishing with relevant SEO titles and descriptions within 30 days of your VisitNC.com content publish date. The pin will then be promoted to a target audience through a platform campaign with a \$500 ad spend. Pinterest promotions are limited to one (1) featured pin per VisitNC.com content program purchased per fiscal year.

PARTNER BENEFITS

Visit NC's Pinterest channel has 10,000 followers and an average of 2.4 million monthly profile views. By optimizing article pins, we are increasing traffic to partner-specific content on Visit NC's website. Benefits are available to all partners participating in Custom Content, Custom Content Refresh and/or Featured Content Sponsorship.

AVAILABLE BOARDS

- Mountains
- Coast
- Piedmont
- Seasonal
- Kids & Family
- Sports & Recreation
- Natural Attractions
- Eat & Drink
- Outdoor Adventures
- Relaxing Getaways
- City Travel
- Arts & Entertainment



PRICE

\$500

INVENTORY

Available to all partners participating in any of the following:

- Custom Content
- Custom Content Refresh
- Featured Content Sponsorship

Featured Event: Facebook Promotion

Leveraging your Featured Event listing on VisitNC.com, Visit NC’s social media team will create an organic Facebook Event on Visit NC’s Facebook page with your destination’s Facebook page set as a cohost. The event will then be promoted to a target audience through a Facebook Event Response campaign with a \$500 ad spend. Campaign targeting ensures we reach interested audiences, while cohosting the event allows you to assist in community management needs with attendee questions.

PARTNER BENEFITS

Price includes a 60-day Featured Event listing on VisitNC.com. Facebook events will remain on Visit NC’s event page for 30 days leading up to the event date.

PRICE

\$1,000

INVENTORY

Two (2) partner spots per season



Recommended Platform for Event Types & Demographics

Featured Event: Instagram Story	Featured Event: Facebook Promotion
18-44 years of age	35-64 years of age
Concerts & Performances	Arts & Literature
Food & Drink	Home & Garden
Health & Wellness	Shopping/Markets
Crafts/DIY	Causes
Festivals/Fairs	Festivals/Fairs

PLACEMENT 3: 2025/2026 – Visit NC Featured Event Facebook Promotion

FEATURED EVENT – Christmas Flotilla

MULTICHANNEL PROGRAMS

Featured Content Sponsorship

Sponsor a portion of content specific to your destination within a seasonal or thematic Story on VisitNC.com. In addition, your featured content will be promoted organically on Visit NC's Instagram account in a two-slide Instagram Story that includes a link to your featured content during the season in which the Story is published, as well as an SEO-based article pin on Visit NC's Pinterest.

PARTNER BENEFITS

These Stories have historically performed well and are handpicked by the Visit NC content team as highly engaging opportunities. Partners also benefit from added-value placement in the Visit NC e-newsletter (165,000+ subscribers).



PRICE

\$1,200

INVENTORY

Five (5) spots per fiscal year with two (2) spots reserved for Tier 1 partners



Fall 2025	Winter 2025/26	Spring 2026	Summer 2026
Grape Stomps & Harvest Festivals	Inclusion in one of the Gift Guides: <ul style="list-style-type: none">Adventure SeekerArtful AdventurerOutdoor ExplorerRomantic WandererTaste Enthusiasts	Fabulous Spots for Fresh-Air Family Fun Showstopping Sips & Marvelous Cocktails	Dog-Friendly Hotels

PLACEMENT 4 & 5: 2025/2026 – Visit NC Website
Featured Content Sponsorship & Welcome Journey
Featured Content in Visit NC E News Sign Up Eblast

E-NEWS PROGRAMS

Welcome Journey Featured Content

As new individuals sign up for Visit NC's e-news, they begin to receive a series of emails from Visit NC called the Welcome Journey. The Welcome Journey builds the profiles of individuals in our database by asking questions to understand their personal preferences and interests. With this program, you will have your destination's content featured as the itinerary recommendation that is served based on consumer preferences, aligning with specific interest categories.

PARTNER BENEFITS

By associating with an interest category, you are guaranteed to get in front of an engaged audience seeking what you have to offer, allowing you to build awareness.

PRICE

\$500

INVENTORY

Limit one (1) per partner per quarter, for the following interest categories:

- Mountains
- Coast
- City
- Small Towns