



APRIL 7, 2024

House of Brand Assets Co-op

Visit SLO CAL is offering an 18-month renewal of House of Brands video and photography assets for use across CTV, Digital, Paid Social and Out of Home. Renewed assets will be deployed across the Visit SLO CAL paid media campaign through the end of FY25.

Assets

- Photography – usage of all photography assets in the above categories
- Video – usage of video assets in the above categories
- Talent renewal including on-camera talent and VO

Investment Levels

- \$7,750

All funds will be billed through Visit SLO CAL. Please sign below if you are interested in participating.

Organization: _____

Name: _____

Title: _____

Signature: _____

Date: _____