



APRIL 7, 2024

Unpacking Episode Inclusion Co-op

Visit SLO CAL is offering an opportunity to be included in the SLO CAL Unpacking content series distributed across paid, owned and earned programming as well as influencer posts. Inclusion and influence on product/experiences to be featured in each feature.

Investment Level: \$10,000*

*Additional access to influencer posts and exposure based on pre-negotiated rates.

Assets

Media

- Paid social and programmatic – Digital Video, Display, Paid social channels
- Premium placement TBD

Video

- Long-form video
- :30 cut-down destination specific
- :15 teaser destination specific
- 5 still images
- Asset usage across digital, owned, social and programmatic channels for a minimum of two years

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

Organization: _____

Name: _____

Title: _____

Signature: _____

Date: _____

Participation Level: \$5,000 _____ \$10,000 _____