



APRIL 7, 2024

Sojern Co-op

Visit SLO CAL is offering a matching funds co-op with Sojern through a customized co-op that enables 100% match from Visit SLO CAL and Sojern in a digital advertising campaign set to specifically meet your goals.

Investment Level: \$5,000 or \$10,000

Assets

Media

- House of Brands display, native and/or video
- Media mix depends on budget level

Reporting

- Performance data in online client platform
- Economic impact reporting

User Experience

- House of Brands featuring destination served based on Sojern targeting parameters with click through to destination partner website
- All participants must feature Community of SLO CAL logo lockup prominently on campaign landing page
- Option to direct traffic to destination landing page on SLOCAL.com

Invest Choice

- \$5,000 receives \$5,000 VSC match and \$5,000 Sojern match, 2 products for 3 months
- \$10,000 receives \$10,000 VSC match and \$10,000 Sojern match, 3 products for 6 months

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 _____