



## FY 26 Co-Op Partner Opportunities

Visit SLO CAL is offering the following cooperative marketing opportunities for partners to collaborate and invest in for FY 26. This is intended to be a comprehensive list of offerings; however additional opportunities may be offered throughout the year. Please review the list and fill out the interest form at the end.

### Detour-ists Welcome Campaign Production & Media Rotation Co-Op

- Investment Level: \$10,000
- Destination specific assets :15s video, :06s video, stills, b-roll (drone)
- Assets included in VSC's media mix
- Inclusion in VSC's Content DAM Pilot Program

### Sojern Media Co-Op

- Flight Duration: 3 months
- Available Products: Display, Native Video
- Investment Level:
  - \$5,000 minimum can select 2 products
  - \$10,000 investment can select 2 – 3 products
  - \$15,000 maximum
- 100% match from Sojern and 100% match from VSC

### Lodging Forecast Report Co-Op

- Investment Level: \$4,000 - \$7,000 depending on number of participating destinations (*cost is an estimate based on FY 25 rates*)
- Includes:
  - Lodging performance indicators (e.g. supply, demand, occupancy, ADR, RevPAR) with monthly, quarterly and annual estimates looking through 2027

### Economic Impact Report Co-Op

- Investment Level: \$6,000 – \$9,000 depending on number of participating destinations (*cost is an estimate based on FY 25 rates*)
- Economic Impact Study on 2025 Calendar Year
  - Annual Visitation with visitation trend over the past 5 years
  - Visitor Spending by Industry for 2025
  - Economic Impacts for 2025

### Visitor Profile Study Co-Op

- Investment Level:
  - \$5,000 (2 questions)

- \$8,000 (4 questions)
  - Plus \$2,000 for each additional question beyond 4
- Destination specific standard questions with a single selection or “select all that apply” response from survey takers
- Survey to occur in Q1 of FY 26

#### **IPW 2026 Co-Op**

- Investment Level: \$7,500 (*cost is an estimate based on FY 25 rates*)
- Attendance at show May 17 – 21, 2026 in Fort Lauderdale, FL
- Participation in VSC's shared booth

#### **HotelBeds Co-Op**

- Investment Range: \$5,000 – \$6,000 (*cost is an estimate based on FY 25 rates and number of participating partners*)
- Continuation of 6-month digital marketing campaign in partnership with Hotelbeds and Visit California

#### **Spartan Race 2025 Co-Op**

- Investment Level: \$5,000
- Event Details: Santa Margarita Ranch, November 8 – 9, 2025
- VSC is looking to secure a minimum of 4 co-op partners in FY 26

#### **Various Sales FAM Opportunities**

- Suggested Investment Level: \$1,500 – \$2,500+
- Opportunities Hosting support may include Meeting Planner FAM in Summer 2025, Travel Trade Reverse Mission, Travel Trade Agent FAMs and other misc. opportunities

#### **Los Angeles Media Event Co-Op**

- Investment Level: \$500 (*not including travel expenses*)
- Connecting Visit SLO CAL and co-opting destination partners with top tier media and vetted influencers from SLO CAL's top fly/drive market
- Dates TBD

#### **Phoenix Media Event Co-Op**

- Investment Level: \$500 (*not including travel expenses*)
- Connecting Visit SLO CAL and co-opting destination partners with top tier media and vetted influencers from one of SLO CAL's premium fly/drive markets
- Dates TBD

### FY 26 Co-Op Participation Interest Form

Please mark the interest box for the program(s) your organization is considering for FY 26. This form is intended to gauge interest levels only for planning purposes. Separate co-op commitment forms will be collected from participating partners once final commitments are made.

Interest	Co-Op Program
	Detour-ists Welcome Campaign Production & Media Rotation Co-Op
	Sojern Media Co-Op
	Lodging Forecast Report Co-Op
	Economic Impact Report Co-Op
	Visitor Profile Study Co-Op
	IPW 2026 Co-Op
	HotelBeds Co-Op
	Spartan Race 2025 Co-Op
	Various Sales FAM Opportunities
	Los Angeles Media Event Co-Op
	Phoenix Media Event Co-Op

Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_