

2022 INFLUENCER ENGAGEMENT CO-OP PROGRAM

In 2022, ND Tourism will continue to focus on working with content creators beyond reach thresholds for partnerships and will evaluate opportunities to reach diverse audiences and niche interest groups. Emphasis will be placed on matching unique story-telling opportunities with dynamic and engaging content from influencers.

	INFLUENCER OVERVIEW	ND TOURISM PROVIDES	CO-OP PARTNER PROVIDES	DELIVERABLES	PARTNER INVESTMENT
GOLD	Minimum reach: 100k	<ul style="list-style-type: none"> Airfare OR gas reimbursement up to \$300 per influencer Transportation/rental car (for partnerships that include airfare) \$200 gift card Itinerary development support Influencer research, outreach and coordination 	<ul style="list-style-type: none"> Accommodations Comped attraction entry/guide Comped meals (\$200 gc can support meals not comped) Itinerary assistance 	<ul style="list-style-type: none"> Pre-trip social post and in-market social content (incl. Instagram, Facebook, YouTube, TikTok, Pinterest, etc.) 1 blog post + social amplification Potential for ND Tourism takeover Up to 10 visual assets (photo, video) for ND Tourism and partner use Campaign report 	\$3,500
SILVER	Minimum reach: 50k	Same As Above	Same As Above	<ul style="list-style-type: none"> Pre-trip social post and in-market social content (incl. Instagram, Facebook, Pinterest) 1 blog post + social amplification Up to 5 lifestyle photos for ND Tourism and partner use Campaign report 	\$2,500
BRONZE	Minimum reach: 25k	Same As Above	Same As Above	<ul style="list-style-type: none"> Pre-trip social post and in-market social content (incl. Instagram, Facebook, Pinterest) 1 blog post + social amplification Campaign report 	\$1,500

1 INFLUENCER PER PARTNER — MAX 2 CO-OP PARTNERS