

TRAVEL INFLUENCER

ND Tourism will continue working with content creators for social media partnerships with an evolved program to drive even more value for industry partners and influencers. The 2023 program will be available for a total of six (6) influencer partnerships.

Industry partners are strongly encouraged to consider seasonality - summer, fall and winter - and content theme in their participation request. Themes of particular interest to content creators include: Outdoors/Trails/Parks, Fields of Sunflowers, Hook to Table/Fishing, Family Fun, Starry Nights/Northern Lights, and Cultural Immersion/Special Events. Season and theme selections will be offered on a first-come, first-served basis and may be limited.

ND Tourism will conduct a planning call with each participating partner to align goals and content needs, including efforts to reach diverse audiences and niche interest groups, prior to influencer outreach and contract development. Emphasis will be placed on matching unique story-telling opportunities with dynamic and engaging content from influencers.

Note: Industry partners should be prepared to host the influencer/content creator and a +1 or family guests.

PROGRAM DETAILS

	SILVER	GOLD
PARTNER INVESTMENT*	\$2,000	\$3,000
INFLUENCER OVERVIEW	<ul style="list-style-type: none"> Audience reach: 50K-100K (estimate) 1 influencer secured 	<ul style="list-style-type: none"> Audience reach: 50K-100K (estimate) Potential connections to traditional media outlets 1 influencer secured
ND TOURISM PROVIDES	<ul style="list-style-type: none"> Airfare or gas reimbursement (up to \$500 per influencer) Transportation Influencer research, outreach and coordination Contract negotiation Itinerary development support Social media amplification and engagement Templated materials for future influencer partnerships 	<ul style="list-style-type: none"> Airfare or gas reimbursement (up to \$500 per influencer) Transportation Influencer research, outreach and coordination Contract negotiation Itinerary development support Social media amplification and engagement Templated materials for future influencer partnerships
CO-OP PARTNER PROVIDES	<ul style="list-style-type: none"> Accommodations Attraction fees Meals Itinerary assistance Meet with influencer while in-destination Social media amplification and engagement 	<ul style="list-style-type: none"> Accommodations Attraction fees Meals Itinerary assistance Meet with influencer while in-destination Social media amplification and engagement
DELIVERABLES (MINIMUM OF)	<ul style="list-style-type: none"> Pre-trip and in-market social content (all platforms) 1 blog post + social amplification, as appropriate In-market social media Campaign recap/report 	<ul style="list-style-type: none"> Pre-trip and in-market social content (all platforms) 1 blog post + social amplification, as appropriate Lifestyle images (quantity upon negotiation) Newsletter inclusion, if available In-market social media Campaign recap/report

*Recommended to share investment with up to two additional CVBs. Investment helps pay for influencer content fees.

Placements are available on a first-come, first-served basis.

For questions, or to reserve, please contact Kim Schmidt at ksschmidt@nd.gov or call 701-328-2532.