

The SOUNDTRACK *of* AMERICA
• MADE IN •
TENNESSEE®



‘FOR THE LOVE OF TENNESSEE’
CARES ACT CAMPAIGN

9.9.2020

TDTD STATE-WIDE CARES ACT CAMPAIGN

TDTD is launching a state-wide campaign to promote safe travel utilizing Cares Act funding. TDTD has created partner buy-in opportunities for other DMOs to participate in the state-wide campaign through media buys, production needs, PPE and customizable creative.

Partners are not required to buy-in to any of these opportunities to utilize messaging of the state-wide campaign. Partners can choose any vendors they wish to work with to utilize Cares Act funding per guidelines outlined by Horne.

Partners can visit the following HORNE website links for details and FAQs:

<https://tncaresact.tn.gov/tourism>

<https://tncaresact.tn.gov/tourism-faqs>

Tentative Timing for State-Wide Campaign: 10/1 - 12/30 (Rolling launch)

A scenic view of rolling mountains at sunset or sunrise. The sky is a mix of orange, yellow, and light blue. The mountains are layered, with the foreground being dark green and the background fading into a hazy blue. The text "FOR THE LOVE OF TENNESSEE, TRAVEL SAFE" is overlaid in a bold, white, sans-serif font, centered horizontally and spanning across the middle of the image.

FOR THE LOVE OF TENNESSEE,
TRAVEL SAFE

CUSTOMIZING THE MESSAGE

Overarching:

FOR THE LOVE OF TENNESSEE, TRAVEL SAFE

Customizable for Region/Partner location or offering:

FOR THE LOVE OF MEMPHIS
CHATTANOOGA
HOT CHICKEN
NORRIS LAKE
DOLLYWOOD
KNOXVILLE

Customizable safety message for contextual placement:

WEAR A MASK
WASH YOUR HANDS
SOCIAL DISTANCE
STAY 6 FT APART
ETC...

STATE-WIDE TARGET MARKETS

TENNESSEE (STATEWIDE)

+

TN DRIVE MARKETS:

ATLANTA

INDIANAPOLIS

CINCINNATI

BIRMINGHAM

CHARLOTTE

LOUISVILLE

LITTLE ROCK

ST. LOUIS

JACKSON

GREENVILLE



PARTNER BUY-IN OPPORTUNITIES

CONCEPT 1: PAID FACEBOOK/INSTAGRAM

Facebook/Instagram ads are paid messages from businesses that are written in their voice and help reach the people who matter most to them.

Facebook/Instagram offers rich targeting capabilities in order to reach audiences that are most interested in travel and the activities offered within your destination.



CONCEPT 1: PAID FACEBOOK/INSTAGRAM

Buy-in: \$10,000 - \$25,000 options

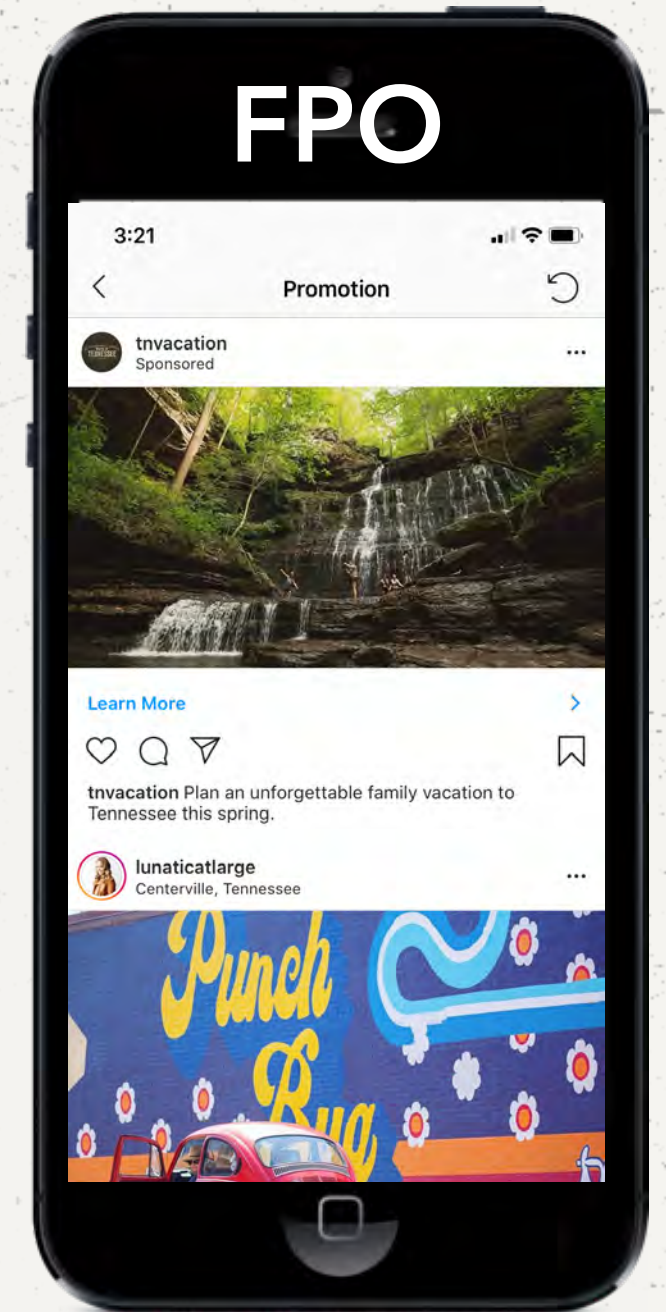
Benefit: For partners who are not set up with an existing credit line on Facebook/Instagram, VMLY&R can implement for you, rather than placing \$10,000 - \$25,000 on a credit card to purchase paid social on your own, along with the agency support.

Included:

- One static post (image + copy)
- DMO can select up to 2 audiences (ie interests, demographics) and 5 markets (cities) to promote within
- Can be Facebook only, Instagram only, or both Facebook and Instagram (recommended for best performance)
- \$10,000 min, \$25,000 max
- Est. 1,000,000 - 2,500,000 impressions (\$10 CPM)



Facebook ad example



Instagram ad example

CONCEPT 1: PAID FACEBOOK/INSTAGRAM

What you'll be asked to provide:

- Budget
- Select Demo target.
 - Adults 25-65+
 - Adults 25-54
 - Adults 25-44
 - Adults 25-34
 - Other - please specify
- Pick (2) two audiences to target. Note: all campaigns will have "Frequent Travelers" as an interest target in addition to the selections below.
 - Family
 - Outdoor
 - Food & Drink
 - History
 - Road trip
 - Music
 - More specific activities or interests - please list
- Please select (5) five cities to geo-target. Note: targeting will include a 25-mile radius of selected cities.
- Ideal launch date. Note: a 10-business day lead time is required ahead of launch. Ads will run for a max of 4-weeks.
- Facebook post and description copy (if applicable). Primary text (125 characters max), Headline (25 characters max), Description (30 characters max). Note: "Learn More" CTA will be used by default.
- Landing Page URL (where you would like to drive web traffic to):
- Image for Facebook/Instagram
Recommended image size of 1080x1080px.



CONCEPT 1: PAID FACEBOOK/INSTAGRAM

To get started:

TDTD will be creating a Marketing Cares Act form for media buy-in options on industry.tnvacation.com

Partners will be directed to complete the form for their buy-in preferences.

TDTD will pass along partners ready to buy-in to VMLY&R for execution.
jenna.pate@vmlyr.com & kelly.price@vmlyr.com



CONCEPT 2: SOJERN BANNER ADS

Sojern leverages the power of programmatic ad-buying technology across a wide-range of media channels including mobile, social, native, video, and the open web. And with the Sojern Traveler Platform, they're able to execute next generation campaigns at global scale, with local expertise, in real-time.

They specialize in the traveler path to purchase, with access to millions of traveler data points across the web, giving them an advantage in reaching consumers that are most likely to be in-market for trip planning.



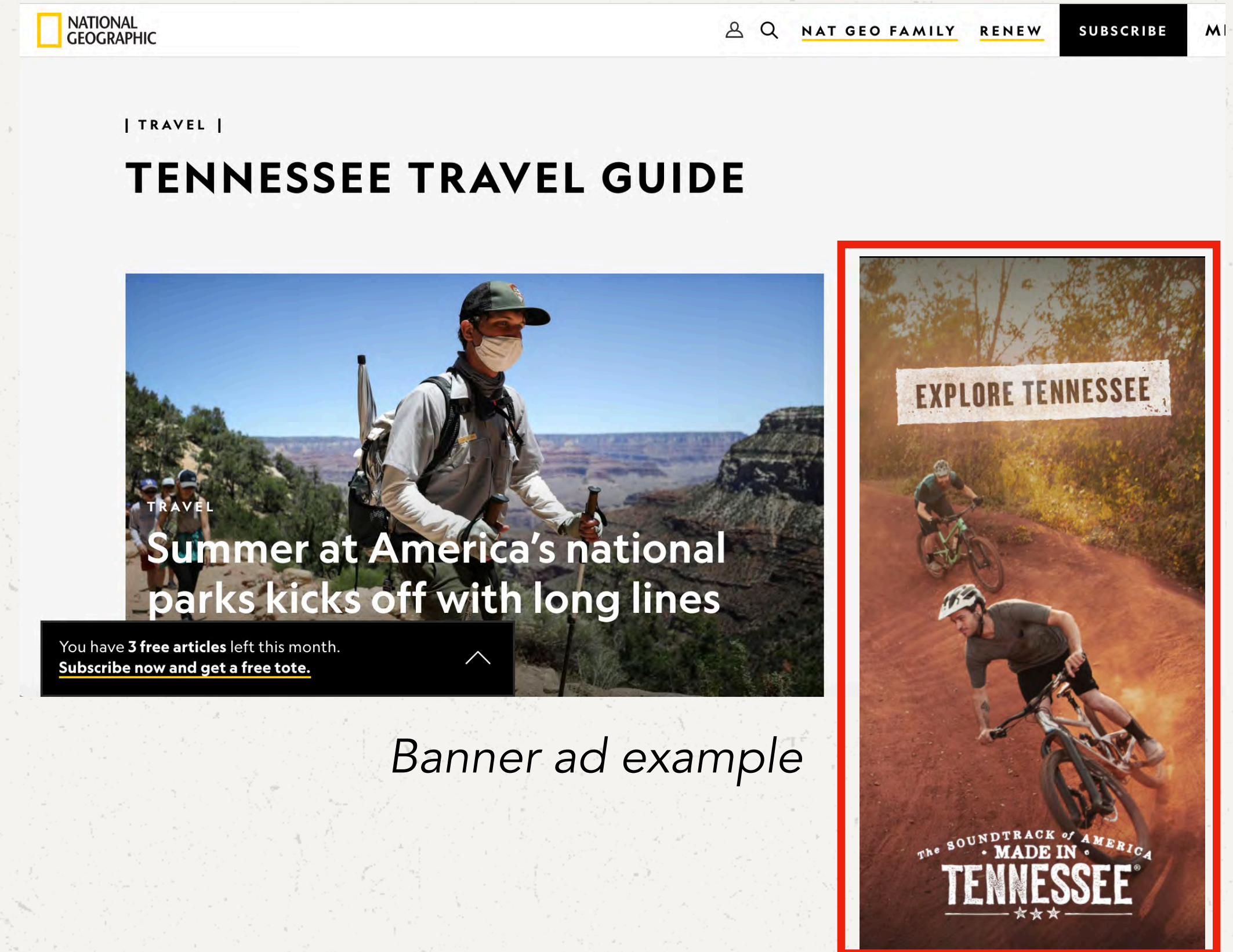
CONCEPT 2: SOJERN BANNER ADS

Buy-in: \$10,000 - \$25,000 options

Benefit: TDTD is utilizing Sojern as a media vendor as part of the state-wide campaign. DMO's can match the look & feel of the larger campaign through their own banner ads. The vendor can also manage ad distribution from TDTD and DMO partner as to not compete with one another, along with receiving the agency's rates.

Included:

- One static banner version (4 sizes) created from a template
- DMO can select up to 2 audiences (ie interests, demographics) and 5 markets (cities) to promote within
- \$10,000 min, \$25,000 max
- Est. 1,666,667 - 4,166,666 impressions (\$6 CPM)



Banner ad example

CONCEPT 2: SOJERN BANNER ADS

What you'll be asked to provide:

- Budget
- Select Demo target.
 - Adults 25-65+
 - Adults 25-54
 - Adults 25-44
 - Adults 25-34
 - Other - please specify
- Pick (2) two audiences to target. Note: all campaigns will have "Frequent Travelers" as an interest target in addition to the selections below.
 - Family
 - Outdoor
 - Food & Drink
 - History
 - Road trip
 - Music
 - More specific activities or interests - please list
- Please select (5) five cities to geotarget. Note: targeting will include a 25-mile radius of selected cities.
- Please indicate ideal launch date. Note: a 10-business day lead time is required ahead of launch. Ads will run for a max of 4-weeks.
- Landing Page URL (where you would like to drive web traffic to):
- File Upload: Please provide image(s) for Sojern banners

Banner Ad Specifications:

- Standard Ad Sizes: 160x600, 300x250, 300x600, 728X90
- Acceptable media types: GIF, JPG/JPEG, PNG, HTML5
- Maximum file size: Each exchange is different but the IAB cites 200K max initial load.

CONCEPT 2: SOJERN BANNER ADS

To get started:

TDTD will be creating a form for media buy-in options on industry.tnvacation.com for DMO partner to provide creative direction for banner ad creation.

Partners will be directed to complete the form for their buy-in preferences.

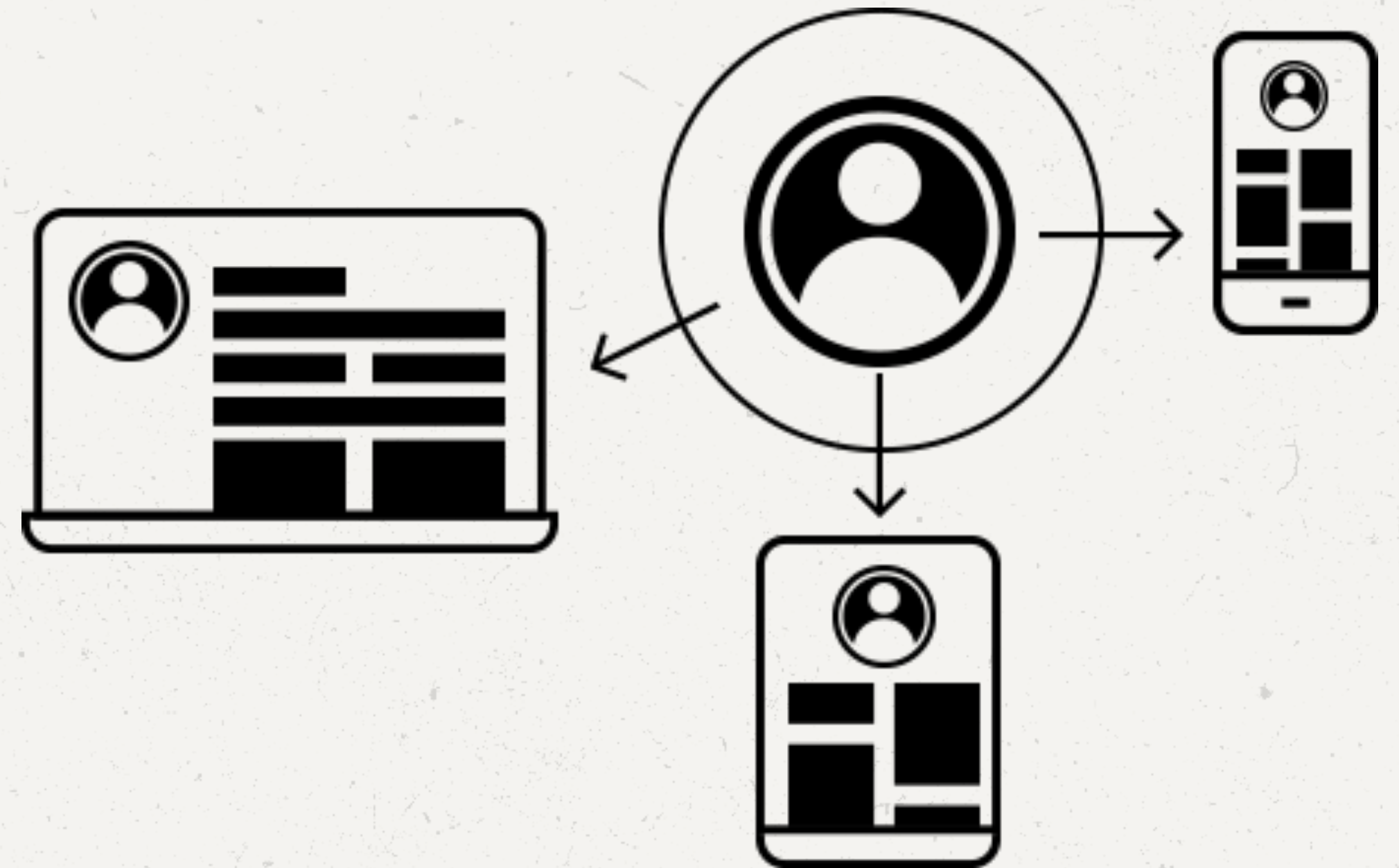
Partner will be instructed to contact Sojern rep to get the buy initiated once creative is ready.

Stephanie Dunford
stephanie.dunford@sojern.com
402.968.7543



MiQ is a programmatic media company that has built a system of connected programmatic tech that lets them access the right data, unearth the smartest insights, then activate them across all the platforms and channels you need.

Media capabilities include: standard display banners, digital video (desktop and mobile pre-roll, Connected TV), native advertising and more.





Buy-in: \$1,000 minimum per line item

Benefit: Utilize VMLY&R negotiated rates on your campaigns.

- Display: \$3.75 dCPM, 18% below rate card
- Standard Video: \$0.03 CPCV, 28% below rate card
- OTT (Connected TV + Full Episode Players): \$0.04 CPCV, 22% below rate card

Ad Specifications:

- Banners:
 - Standard Ad Sizes: 120x600 160x600 180x150 300x250 300x600 468x60 728x90
 - Acceptable media types: GIF, JPG/JPEG, PNG, HTML5
 - Maximum file size: Each exchange is different but the IAB cites 200K max initial load.

Ad Specifications, cont:

- Video:
 - Aspect Ratio: 4:3 or 16:9
 - Resolution: 480x360, 640x360, 640x480, 1920x800
 - Max file size: up to 1GB
 - Video length: :15 or :30
 - File type: .mov or .mp4

For additional ad specifications, please contact MiQ rep



To get started:

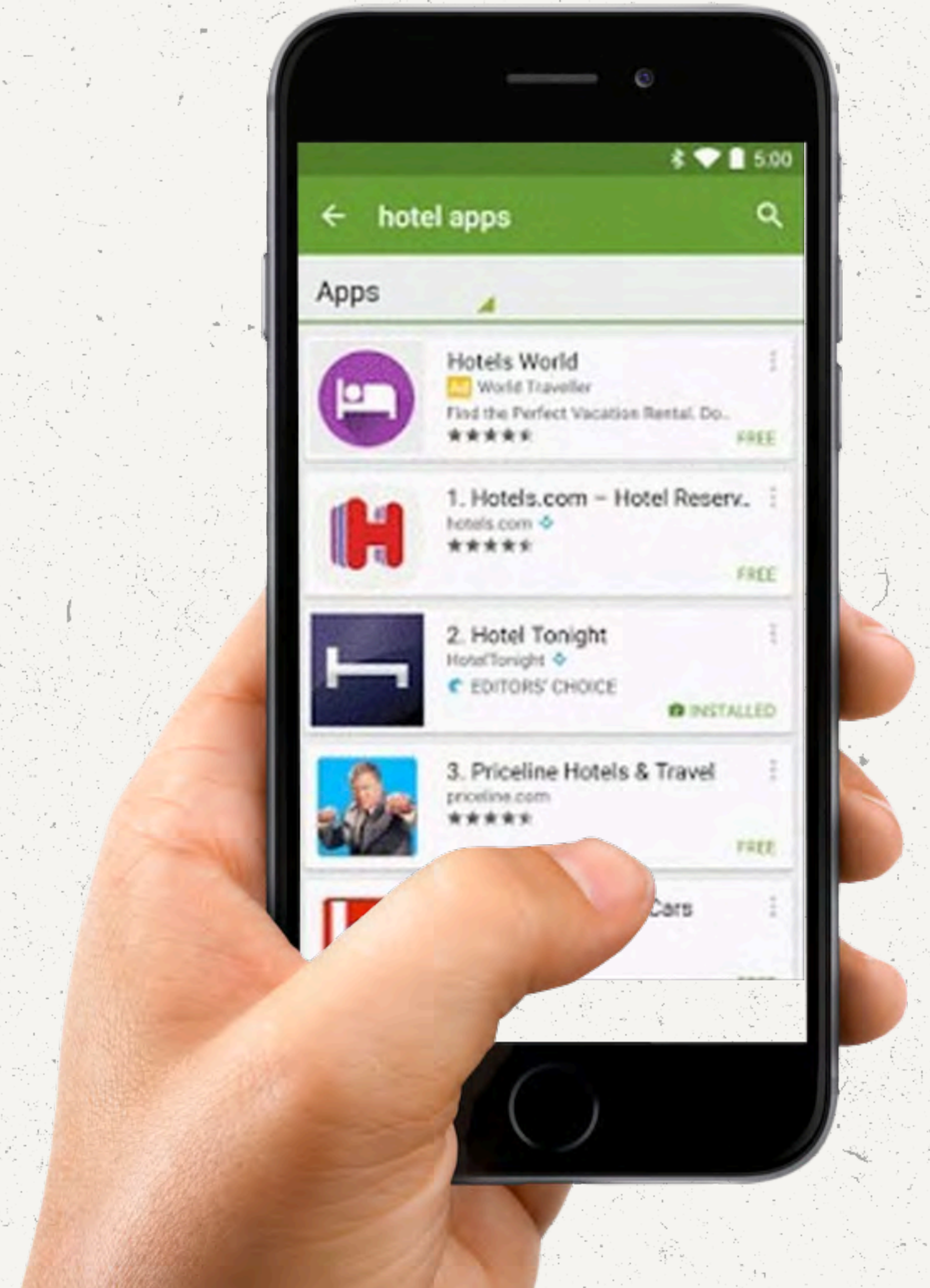
Contact MiQ rep to get the buy initiated and discuss ad format and targeting options best for specific DMO:

Cassie Musfeldt
Senior Account Executive
cassie@miqdigital.com



MobileFuse is a leading, mobile-first advertising company focused on delivering real-time insights and results to agencies and brands. Through cutting-edge analytics, precision targeting capabilities, and sophisticated proprietary technologies, MobileFuse delivers unique and impactful campaigns for DMO clients.

Media capabilities include: standard mobile banners, mobile rich media and mobile video



**Buy-in: \$1,000 minimum per line item**

- *Note: Mobilefuse's regular campaign minimum is \$25k as a longterm vendor for Tennessee Vacation they have agreed to waive this requirement for Tennessee partners*

Benefit: Utilize VMLY&R negotiated rates on your campaigns.

- 15% below standard rate card. Mobilefuse will pass this savings along to Tennessee partners.
- Proprietary Mindset Targeting solutions

Ad Specifications:

- Banners:
 - Standard Mobile Ad Sizes: 300x25, 210x50
 - Acceptable media types: GIF, JPG/JPEG, PNG, HTML5
 - Maximum file size: 50kb

Ad Specifications, cont:

- Video:
 - Aspect Ratio: 4:3 or 16:9
 - Resolution: 480x360, 640x360, 640x480, 1920x800
 - Video length: :15 or :30
 - File type: .mov or .mp4

For additional ad specifications, please contact Mobilefuse rep



To get started:

Contact MobileFuse rep to get the buy initiated and discuss ad format and targeting options best for specific DMO:

Lauren Brickley
Senior Director of Sales
LaurenB@mobilefuse.com



Strike Social harnesses the power of artificial intelligence to drive the best outcomes in YouTube and social media advertising. Through media-buying software and service, Strike Social helps agencies and brands scale their campaigns by 25x while achieving 30–70% better performance.

Media capabilities include: YouTube advertising, social media advertising (Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat).



**Buy-in: \$5,000 minimum**

- Note: Strike Social's regular campaign minimum is \$10,000/month, they have lowered this to allow Tennessee partners to execute YouTube campaigns using their proprietary Campaign Lab platform.

Benefit: Utilize VMLY&R negotiated rates on your campaigns.

- Take advantage of decreased minimum investments and take advantage of their Campaign Lab to optimize campaign performance.

Ad Specifications:

- Video:
 - Aspect Ratio: 4:3 or 16:9
 - Resolution: 480x360, 640x360, 640x480, 1920x800
 - Video length: 3 minutes max is recommended
 - Format: provided in [YouTube.com](https://www.youtube.com) URL
 - Companion banner: 300 x 60 JPG, static GIF, or PNG; maximum 150 KB.

For additional ad specifications, please contact Strike Social rep



To get started:

Contact Strike Social rep to get the buy initiated and discuss ad format and targeting options best for specific DMO:

Cameron Wallin
VP of Strategic Sales
cwallin@strikesocial.com

PHOTOGRAPHY OPTION 1

Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

Photographer: Ed Rode

- Estimated 40 photos (depending on subject/locations to shoot)
- Up to 3 different locations per DMO
- Retouched/Edited photos
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Includes mileage to TN location, admission to attraction, props, etc.
- Partner to work directly with photographer on scheduling and invoicing
- Video capabilities also available.
 - *Video cost estimate to be determined based on individual requests. Not included in \$2,950*

Contact & Portfolio:

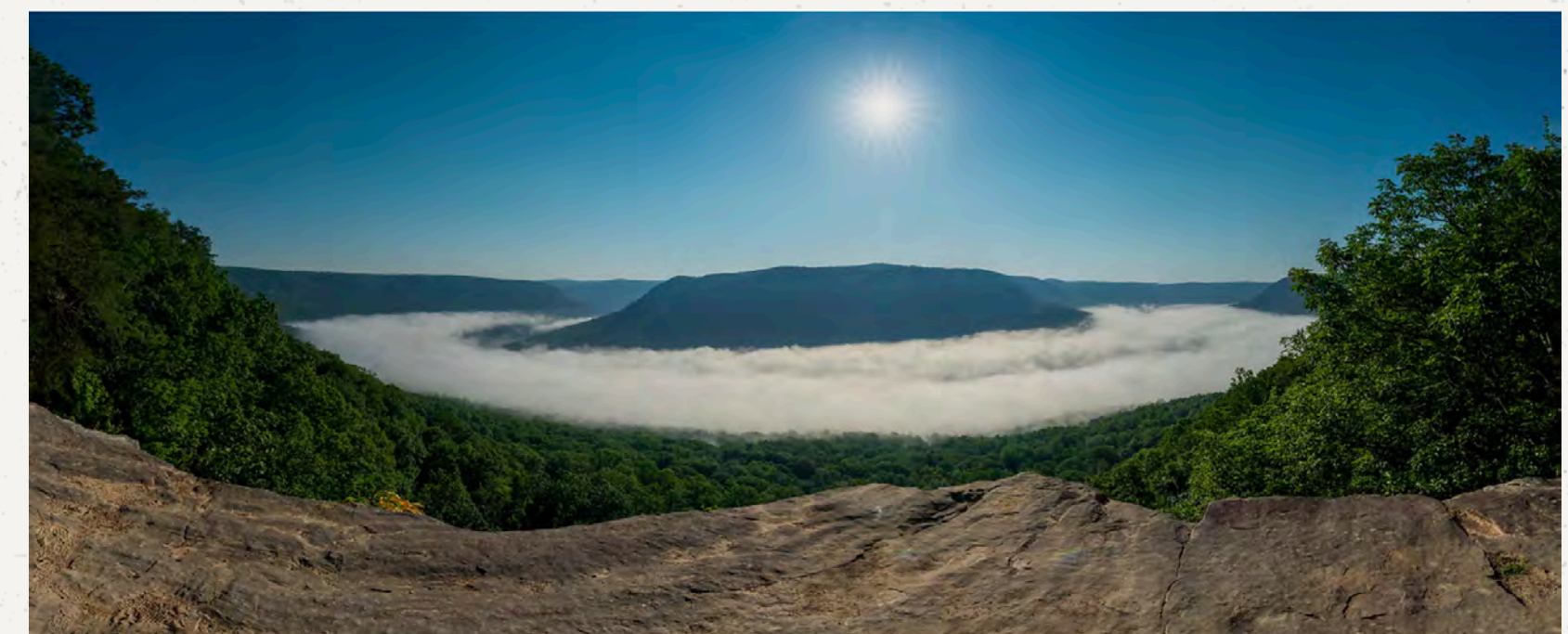
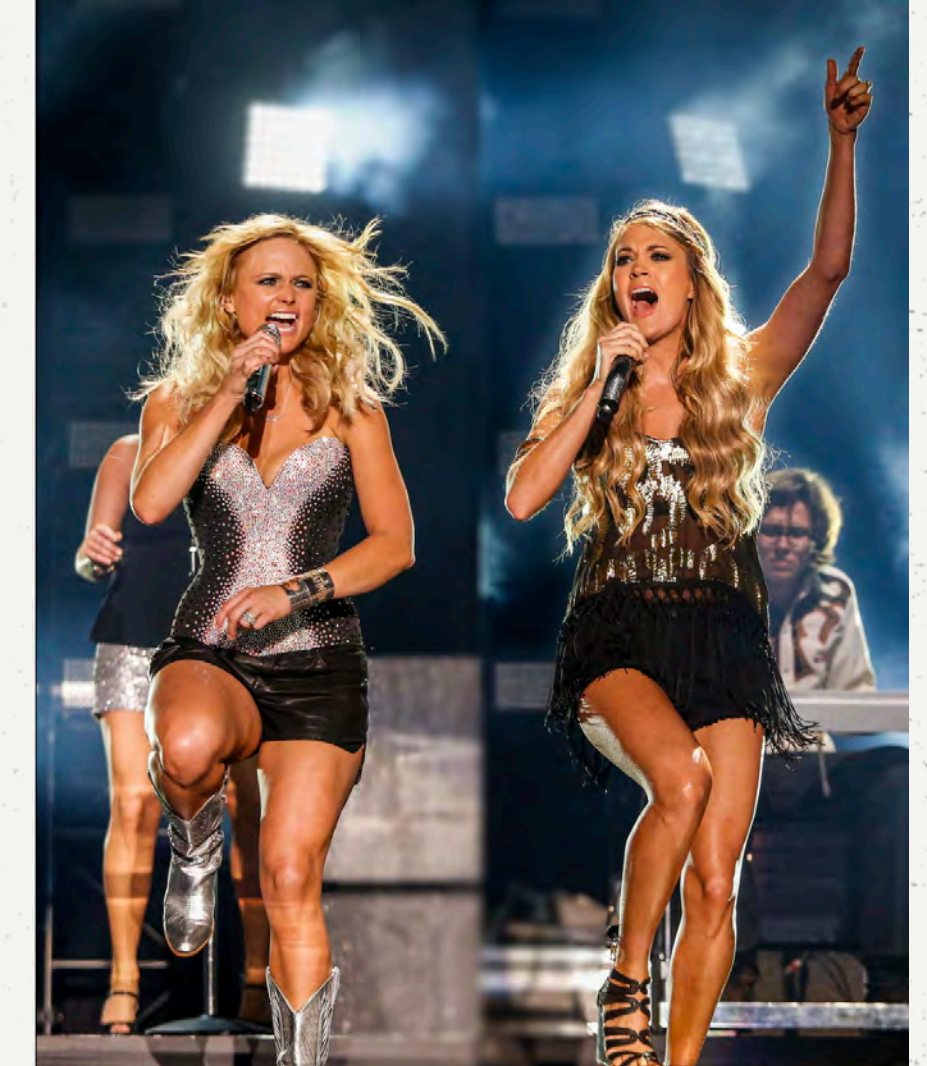
<http://www.edrode.com>

photorode@gmail.com

615-300-5684

Production

Buy-in: \$2,950



Photos by Ed Rode

PHOTOGRAPHY OPTION 2

Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

Photographer: Sean Fisher

- 40 photos
- Up to 10 different locations per DMO
- Retouched and edited photos, all 40
- This includes gas/driving to TN location, admission to attraction, props, etc.
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Would require 50% down (\$2,500) and 50% on delivery of photos (\$2,500)
- Partner to work directly with photographer on scheduling and invoicing
- Video capabilities also available for a minute long highlight video or other needs/requests.
 - *Video cost estimate to be determined based on individual requests. Not included in \$5,000*

Contact & Portfolio:

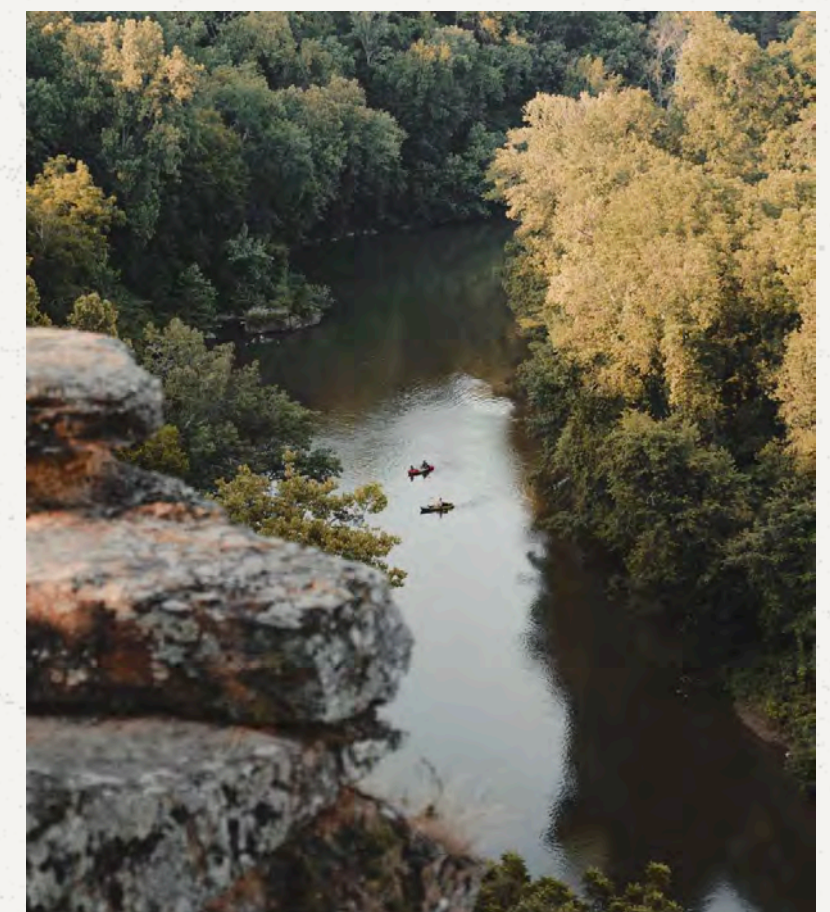
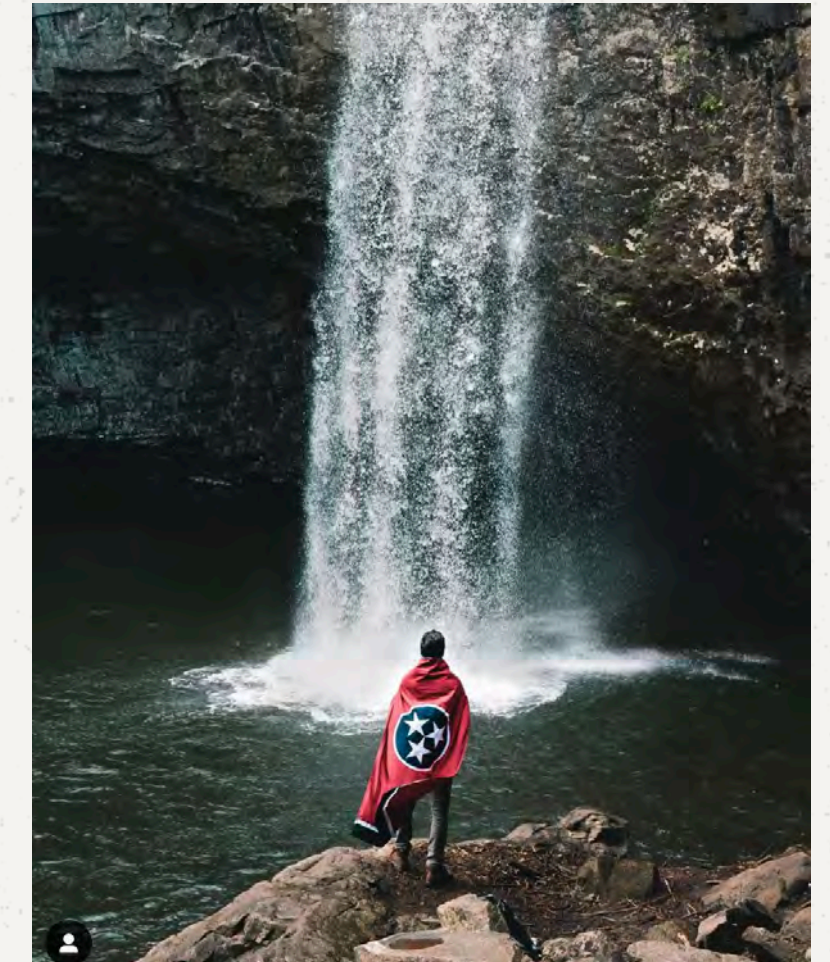
<https://www.instagram.com/mr.bootstraps/>

seanfisher11@gmail.com

615-838-8808

Production

Buy-in: \$5,000



Photos by Sean Fisher

PHOTOGRAPHY OPTION 3

Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

Photographer: Silas Miller

- 40 photos
- Up to 3 different locations per DMO
- Retouched/Edited photos
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Includes mileage to TN location, admission to attraction, props, etc.
- Partner to work directly with photographer on scheduling and invoicing
 - \$850 deposit required, remainder paid upon delivery of photos
- Video capabilities also available.
 - *Video cost estimate to be determined based on individual requests. Not included in \$3,450*

Contact & Portfolio:

WWW.THESILASMILLER.COM

<https://shotsxsi.pixieset.com/tourism/>

shotsxsi@gmail.com

615-500-3866

Production

Buy-in: \$3,450



Photos by Si Miller

PPE - MASK MOVEMENT

Join the State's TN Strong Mask Movement by ordering branded masks featuring your community's name or preferred logo.

This is a great way to build community pride amongst both local residents and visitors. The State has negotiated special rates for branded masks with multiple suppliers.

If you would like to learn more about the Mask Movement or to order branded masks, contact **lyndi.Berrones@tn.gov**.

PPE

Buy-in starting at: \$1,250

Mask Pricing Structure:

500 – 2500 Masks

\$2.50 each

Set-up and design cost included

2500+ Masks

\$2.00 each

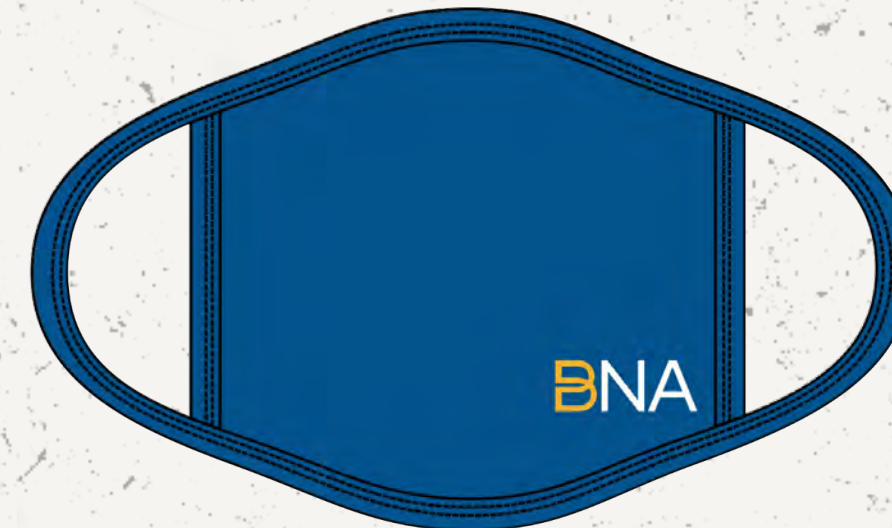
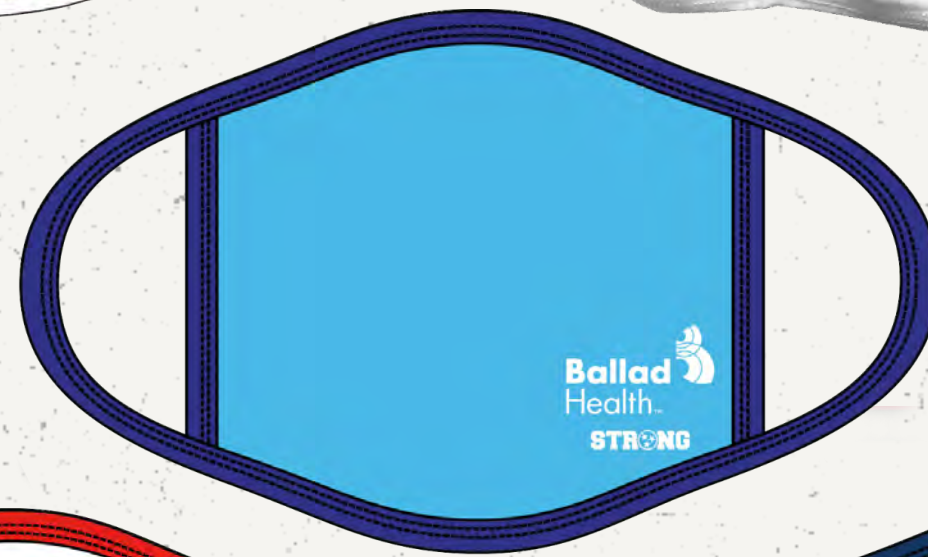
Set-up and design cost included

*Order must be a quantity of 2500+
to be considered part of the
TN Strong Mask Movement

COMMUNITIES



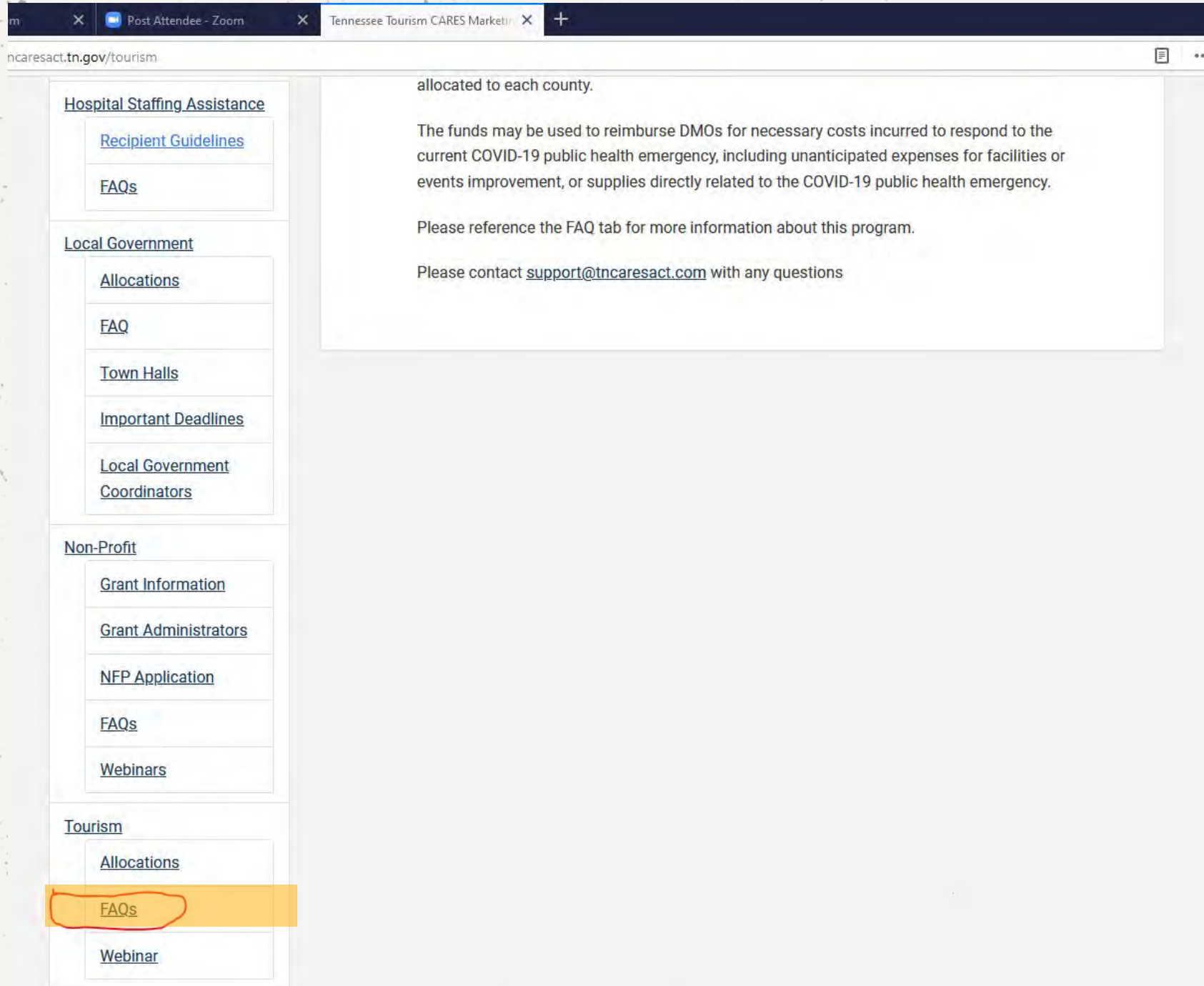
COMPANIES



SPORTS & ENTERTAINMENT



FAQ



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Tourism FAQs

(Revised August 18, 2020)

General

Question: Who is eligible to participate in this program?

Answer

Only the Destination Marketing Organizations (“DMOs”) designated by the state of Tennessee are eligible to receive funding under this program. DMOs from every Tennessee county have been allocated funding under this program.

Question: Are recipients required to apply for funds?

Answer

No, all recipients have already been allocated a share of funds and will not be required to submit an application.

Question: How much funding will my DMO receive?

Answer

The allocation amounts by county may be found at tncaresact.tn.gov. Recipients will have access to an online dashboard showing their total allocation and the available balance of funds throughout the duration of the program.

Question: When will we receive the funds allocated to our DMO?

A scenic landscape of rolling mountains at sunset or sunrise. The sky is a mix of orange, yellow, and light blue, with soft clouds. The mountains are layered, with the foreground showing dark green, forested slopes and the background showing hazy, blue-tinted peaks. The word "QUESTIONS?" is overlaid in the center in a large, white, sans-serif font.

QUESTIONS?