

# VISIT NORTH CAROLINA PARTNER PROGRAMS 2026-27 SIGN-UP SHEET



Organization:	
Physical Address:	
Contact Name:	
Email:	
Phone:	
Billing Contact/Email:	
Billing Address:	

Below is a list of Visit North Carolina's 2026-27 Partner Programs. Please check each program in which you would like to participate and, once complete, email this form to the Partner Programs team at [vncpartnerprograms@luquire.com](mailto:vncpartnerprograms@luquire.com).

**THIS SIGN-UP SHEET IS NOT A FINAL CONTRACT.** The Visit NC Partner Programs team will follow up with you to discuss your contract based on this sign-up sheet and program availability to date. To streamline the process, we'll now automatically apply a 20% discount for Tier 1 and a 10% discount for Tier 2 to your program order totals. \*Additionally, Outdoor NC Alliance partners (Trailblazer and Summit) will enjoy an extra 5% discount on most programs.\*

*\*Excludes print advertising programs.*

## PROGRAM PLANNING

### Marketing Consulting Services

Marketing Objective	Program	Flight	Cost	Desired Timing/ Placement	Quantity/ Subtotal
Program Planning	Social Media Consult	Evergreen	\$1,000	Month to receive consult:	
Program Planning	AI Support Service	Evergreen	\$3,000	Month to receive service:	

### Production Programs

Marketing Objective	Program	Flight	Cost	Desired Timing/ Placement	Quantity/ Subtotal
Program Planning	Content Shoot	Evergreen	<b>Package 1:</b> \$2,000 20 retouched photos and five (5) video clips <b>Package 2:</b> \$2,500 25 retouched photos and seven (7) video clips <b>Package 3:</b> \$3,000 30 retouched photos and nine (9) video clips	Production Month:  Desired package:	
Program Planning	Video Production	Evergreen	<b>1-day shoot:</b> \$12,000 <b>1.5-day shoot:</b> \$16,000 <b>2-day shoot:</b> \$20,000	Production Month:  Desired package:  B-roll purchase: Yes No	



AWARENESS PROGRAMS					
Social Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing	Subtotal
Awareness	Social Media Spotlight	One (1) spot per month	Base: \$3,500 + travel expenses	Late summer 2026 Fall 2026 Winter 2026-27 Spring 2027	
Awareness	Instagram UGC Promotion	One (1) post	\$1,000	Month to post:	
Awareness	Joint Posting	Paired with Social Media Spotlight or Instagram UGC promotion	Free	Choose interest: Yes No	

E-News Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing	Subtotal
Awareness	Welcome Journey	One (1) per year per partner for the following: Mountains Coast City Small Towns	\$1,000	N/A	
Awareness	Thank You Email Sponsorship	One (1) per quarter	\$500	Fall 2026 Winter 2026-27 Spring 2027 Summer 2027	
Awareness	Eat & Drink E-News	One (1) per partner per seasonal deployment (four [4] total): two (2) spots in Fall; two (2) spots in Spring	\$350	Fall 2026 Spring 2027	



E-News Programs (Continued)					
Marketing Objective	Program	Flight	Cost	Desired Timing/ Placement	Quantity/ Subtotal
Awareness	First in Fright Featured Content	E-news: One (1) per partner per seasonal deployment (four [4] total); two (2) spots in Fall; two (2) spots in Spring  Welcome Journey: Two (2) partner spots per year	\$350	Fall 2026 Spring 2027 Welcome Journey	

Multichannel Programs				
Marketing Objective	Program	Flight	Cost	Desired Timing
Awareness	Featured Content Sponsorship	Includes:  • 12-month feature in web story • One (1) 24-hour Instagram Story, two (2) slides total • One (1) article Pin on Pinterest	\$1,200	<b>Fall 2026</b>  Fall Trips You Might've Overlooked Celebrate Fall at Colorful Events Farm Stays in NC  <b>Winter 2026-27</b>  Guide to December Holiday Events Build an NC Welcome Bag  <b>Spring 2027</b>  Offbeat Attractions and Museums Spring Break Destinations Ways to Wellness: Spas, Forest Bathing, Retreats  <b>Summer 2027</b>  Fishing Spots Across NC Farm-to-Table Dining Spots



Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity/ Subtotal
Awareness	AARP Digital Program	One (1) month	Select investment tier: \$5,000 \$10,000	Select one (1): Out-of-state travelers targeting (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) Food & Culture interest targeting	
Awareness	HypeAuditor's Creator Curation	Evergreen	\$1,500	Select one (1): Option A: A guided walk-through of the deck with an overview of creators and activation opportunities Option B: An emailed deck paired with an influencer outreach template	
Awareness	AccuWeather	One (1) month	Select investment tier: \$2,500 display only \$5,000 display and video \$10,000 display and high-impact unit	Select any combination (minimum of five [5] states or five [5] DMAs): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”)	
Awareness	Garden & Gun Digital	Two (2) consecutive months	Select investment tier: \$2,500 \$5,000 \$10,000	Select desired two-month flight: September 1-November 30, 2026 March 1-May 30, 2027 GardenandGun.com site visitors cross-channel (select one): Arts & Culture Food & Drink Home & Garden Travel, Music, Sporting	



Digital Programs (Continued)					
Marketing Objective	Program	Flight	Cost	Desired Timing/Targeting	Quantity/ Subtotal
Awareness	OTT/CTV Program	One (1) month	Select investment tier: \$7,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	
Awareness	Travelzoo	Two (2) consecutive months	Minimum investment of \$5,000 (dependent on partner participation)	September 2026: Fall Favorites in North Carolina January 2027: Winter Wonders in North Carolina April 2027: Spring & Summer Fun in North Carolina	
Awareness	Outbound Collective	One (1) month	Select investment tier: \$2,500 \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	



Digital Programs (Continued)					
Marketing Objective	Program	Flight	Cost	Desired Timing/Targeting	Quantity/ Subtotal
Awareness	Streaming & Podcast Audio – Unified Partnerships	One (1) month	Select investment tier: \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	

Traditional Media Programs						
Marketing Objective	Program	Publication	Issue	Ad Size	Cost	Subtotal
Awareness	Print	Garden & Gun	April/May 2027	Quarter Page	\$6,000	
			April/May 2027	Full Page	\$17,000	
		Southern Living	April 2027	Quarter Page	\$9,500	
		Outside Magazine	March/April 2027	Quarter Page	\$3,500	
		Bridal Guide	September/October 2026	Quarter Page	\$3,400	
			March/April 2027	Quarter Page	\$3,400	
		Carolina Country	September 2026	Quarter Page	\$1,750	
			April 2027	Quarter Page	\$1,750	
		Our State	September 2026	Quarter Page	\$1,750	
			April 2027	Quarter Page	\$1,750	
		Local Market Combo: Large Markets	April 2027	Quarter Page	\$8,000	
		Local Market Combo: Small Markets	September 2026	Quarter Page	\$7,500	



Traditional Media Programs (Continued)					
Marketing Objective	Program	Packages	Ad Size	Cost	Subtotal
Awareness	Spectrum Reach & Visit NC Partnership Program	<b>Monthly Package 1</b> 280 5-second commercials per month on Spectrum News 1	:05 commercial Spectrum can assist with commercial production.	<b>Package 1</b> Charlotte: \$3,000 Raleigh: \$3,000 Greensboro: \$2,000 Wilmington: \$1,000 Asheville: \$500 Greenville: \$500	
		<b>Monthly Package 2</b> 200 10-second commercials/vignettes per month on Spectrum News 1, with your DMO/CVB as the sponsor of "Wish You Were Here"	:10 commercial/vignette Spectrum can assist with commercial production.	<b>Package 2</b> Charlotte: \$4,000 Raleigh: \$4,000 Greensboro: \$2,500 Wilmington: \$1,400 Asheville: \$600 Greenville: \$600	
		<b>Monthly Package 3</b> 120 30-second commercials per month on both Travel Channel and Spectrum News 1; 240 commercials per month total	:30 commercial Spectrum can assist with commercial production.	<b>Package 3</b> Charlotte: \$8,000 Raleigh: \$8,000 Greensboro: \$5,000 Wilmington: \$2,000 Asheville: \$1,000 Greenville: \$1,000	

CONSIDERATION PROGRAMS					
Social Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing/ Placement	Quantity/ Subtotal
Consideration	Instagram Story Feature	One (1) 24-hour Instagram Story (four [4] slides) General Story Event-Related Story POI	\$1,000	Select one (1): Summer 2026 Fall 2026 Winter 2027 Spring 2027	



VisitNC.com Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing/Placement	Subtotal
Consideration	Interest Category Page Feature	Three (3) partner spots per 12-month flight	\$2,000	Adventure & Outdoors Arts & Entertainment Eat & Drink History & Heritage Rest & Rejuvenation Romantic Getaways Kids & Family	
Consideration	Interest Detail Page Feature	10 partner spots per 12-month flight	\$1,000	Desired placement:  See page 52 of your brochure for options.	
Consideration	Seasonal Overview Page Feature	Five (5) partner spots per 12-month flight	\$1,500	Desired page: Summer Fall Holiday Winter Spring	
Consideration	Custom POI Content	One (1) per month	Select tier investment:  Basic build: \$500 Expanded build: \$850	Desired month (Please list three options in order of preference):	



Multichannel Programs					
Marketing Objective	Program	Publishing Cadence	Cost	Desired Timing/Placement	Subtotal
Consideration	Insider Custom Content & E-News Promotion	One (1) per month	\$3,000	Desired month (Please list three options in order of preference):	
Consideration	Custom Itinerary Content	One (1) per month	\$3,000	Desired month (Please list three options in order of preference):	
Consideration	Custom Content Refresh	One (1) per month	\$1,250	Desired month (Please list three options in order of preference):	
Consideration	Pinterest SEO Promotion	Paired with: Custom Itinerary Content, Custom Content Refresh or Featured Content Sponsorship	\$500	<i>Visit NC editorial team will determine best placement based on provided materials and timing for featured content/articles.</i>	



Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Subtotal
Consideration	Custom Travel Intender Display/Online Video Cross-Device Program	One (1) month	Select investment tier: \$5,000 \$10,000	Select one (1):  Broad in-state in-market travelers (geo: NC)  Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC)  In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	
Consideration	Our State Custom Article Opportunity	Select one (1):  September 2026: Mountain Road Trip January 2027: A Foodie's Road Trip April 2027: Coastal Road Trip	\$2,500	N/A	



Digital Programs (Continued)					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Subtotal
Consideration	Our State “Field Trips” E-News	Select one (1): Fall 2026 Spring 2027	\$2,000	N/A	
Consideration	Our State “Themed” Exclusive Email Blast	Select one (1): September 2026 November 2026 February 2027 April 2027	\$1,875	N/A	
Consideration	Outside Dedicated E-News	Select one (1): Fall 2026 Spring 2027	\$6,200	Customize campaign based on the following:  One (1) send per e-blast date Select minimum of three (3) states to target	
Consideration	Paid Social Media – Unified Partnerships	One (1) month	Select investment tier: \$5,000 \$10,000	Select one (1):  Broad in-state in-market travelers (geo: NC)  Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC)  In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	
Consideration	Tiki Visitor Influence & Conversion Digital Advertising	One (1) month	Select investment tier: \$5,000 \$10,000	Select one (1):  Broad in-state in-market travelers (geo: NC)  Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC)  In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	
Consideration	Garden & Gun Due South E-Newsletter	Weekly e-newsletter inclusion	Select investment tier: \$5,000 \$10,000	N/A	

CONVERSION PROGRAMS					
Multichannel Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing/Placement	Subtotal
Conversion	Featured Events Programs	60-day VisitNC.com event listing and feature in e-news events round-up	Select investment tier: \$200 for Featured Event on the Event Overview page \$500 for Featured Event carousel placement on the Event Overview page \$400 for Featured Event carousel placement on a seasonal landing page	Event date(s):  Has this event previously been promoted through this program? If so, when?	
Conversion	Featured Event: Instagram Story Roundup	Select one (1): Summer 2026 Fall 2026 Winter 2026-27 Spring 2027	\$500	Event date(s):  Has this event previously been promoted through this program? If so, when?	
Conversion	Featured Event: Facebook Promotion	Select one (1): Summer 2026 Fall 2026 Winter 2026-27 Spring 2027	Select investment tier: Core boost: \$700 Awareness + drive markets: \$950 Optimization + engagement boost: \$1,200	Event date(s):  Has this event previously been promoted through this program? If so, when?	
Conversion	Featured Local's Tip	Four (4) spots per six-month flight (eight [8] spots per fiscal year)	\$1,000	Desired placement: <i>Visit NC editorial team will determine best placement based on provided materials, imagery and available inventory.</i>	



Digital Programs					
Marketing Objective	Program	Flight	Cost	Desired Targeting	Quantity/ Subtotal
Conversion	Travel Intent Driven Programmatic Media – Sojern	Three (3) consecutive months	Select investment tier: \$3,000 \$5,000 \$10,000	Select one (1): Broad in-state in-market travelers (geo: NC) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	

Visit NC-Managed Programs	
Please indicate whether you'd like to learn more about the programs below, and you will be connected with the corresponding team member.	
<p><b>Visit NC Research Team:</b></p> <ul style="list-style-type: none"> <li>Zartico Visitor Insights</li> <li>Enhanced Zartico Event Dynamic Visualization</li> <li>Datafy: Analytics Dashboard &amp; Website Attribution</li> <li>Post-Disaster Destination Perception Study</li> <li>Datafy Dashboard Add-On: Exclusive 'In Real Life'</li> <li>Audience Activation</li> </ul>	<p><b>Visit NC PR Team:</b></p> <ul style="list-style-type: none"> <li>Group Media Missions</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>Key Data (Alyssa Stroker, Key Data)</li> <li>NC Travel Guide (Stacey Rosseter, Dotdash Meredith)</li> <li>Eureka! Platform License Annual Subscription (MMGY)</li> </ul>



Retire NC/Consumer Programs					
Marketing Objective	Program	Flight	Cost	Desired Placement/Audience	Subtotal
Program Planning	Certified Retirement Community	5 Years	\$3,000 annual fee	Retirees	
Awareness	Retire NC Trade Shows	One show per investment	\$500 per show	Ideal-Living Expo: New Jersey (January 2027) Ideal-Living Expo: New York (January 2027) Ideal-Living Expo: Greater Chicago Area (February 2027) Ideal-Living Expo: Greater DC Area (February 2027)	
Conversion	2026 Retire NC Guidebook	December 2026-December 2027	\$2,750 quarter-page print \$4,500 full-page print \$7,500 two-page spread	Retirees	
Awareness	Domestic Trade Shows — Consumers	September/October 2026 One show per investment	\$950 per show	Travel & Adventure Show: Washington, DC (January 2027) Travel & Adventure Show: New York, NY (January 2027) Travel & Adventure Show: South Florida (February/March 2027)	
Awareness	“Travels With Darley”	Estimated Timing: September/October 2026 Check box if interested: Yes, interested	TBD	N/A	
Awareness	America 250 NC Podcast: Experiential Audio Storytelling	Estimated Timing: August/September 2026 Check box if interested: Yes, interested	TBD	N/A	



International Programs					
Marketing Objective	Program	Dates	Cost	Target Audience	Subtotal
Awareness	Travel South International Showcase	November 29-December 3, 2026	\$1,695 per person (based on a two-delegate supplier POD) \$2,595 for a single-supplier POD	International Travel Trade	
Awareness	Travel South Global Media Marketplace	April 2027	\$1,695 per person (based on a two-delegate supplier POD) \$2,595 for a single-supplier POD	International Media/Journalist	
Awareness	IPW 2027 Booth	May 2-6, 2027	\$3,000	International Travel Trade and Media/Journalist	



Outdoor NC Programs					
Marketing Objective	Program	Flight	Cost	Desired Timing	Subtotal
Program Planning	Outdoor NC Alliance Partner	July 2026-June 2027 <i>Must sign up by July 31, 2026 to be eligible for 5% discount.</i>	\$300 Trailhead \$750 Pathfinder \$1,500 Trailblazer \$4,500 Summit Statewide Partnership – Variable	N/A	
Awareness	Outdoor NC E-Newsletter Spotlight	July 2026-June 2027	Must be Trailblazer or Summit level to be eligible. No additional cost to those who are eligible.	Late summer 2026 Fall 2026 Winter 2026-27 Spring 2027	
Awareness	Outdoor NC Instagram & Facebook Story	July 2026-June 2027	Must be Trailblazer or Summit level to be eligible. No additional cost to those who are eligible.	Late summer 2026 Fall 2026 Winter 2026-27 Spring 2027	
Awareness	OutdoorNC.com Premium Web Content	July 2026-June 2027	Must be Summit level to be eligible. No additional cost to those who are eligible.	Late summer 2026 Fall 2026 Winter 2026-27 Spring 2027	
Awareness	OutdoorNC.com Web Content	July 2026-June 2027	Must be Trailblazer level to be eligible. No additional cost to those who are eligible.	Late summer 2026 Fall 2026 Winter 2026-27 Spring 2027	
Awareness	Outdoor NC One (1) Instagram Feature  One (1) Facebook Feature Post		Must be Summit level to be eligible. No additional cost to those who are eligible.	Late summer 2026 Fall 2026 Winter 2026-27 Spring 2027	