

**VIRGINIA  
IS FOR  
LO<sup>♥</sup>ERS<sup>®</sup>**

**FY27  
Co-op  
Overview**

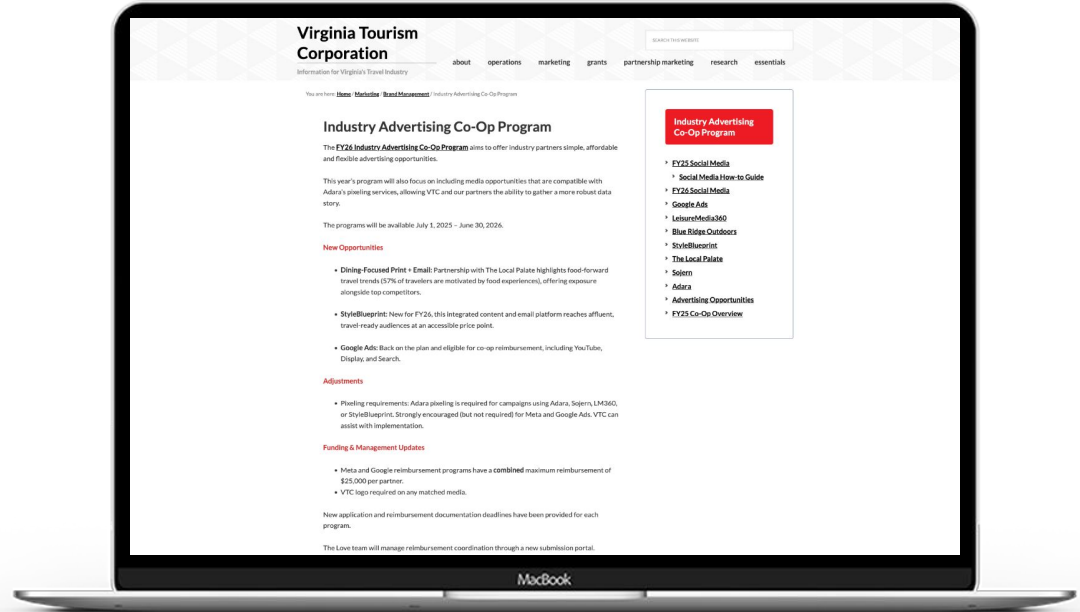
FY27 CO-OP

# What is the Co-op Program?

VTC's Advertising Co-op Program is a set advertising opportunities and marketing tools that allow our tourism partners to create simple, affordable, and impactful media campaigns.

**(Pssst. It's free money!)**

This program is backed by approximately \$1 million dollars of state funding that we are mandated to use to support your marketing efforts!



# But how does it work?

Most co-ops are Cash Match Programs or Buy Downs.



fairfax  
county  
virginia



Partner  
pays  
\$5,000




VTC  
pays  
\$5,000

VIRGINIA  
IS FOR  
LOVEI

**You win. VTC wins. Virginia wins.**

Our co-op programs stretch your budget further. Every dollar you spend amplifies Virginia's travel message, turning local promotion into a statewide conversion engine.

# Key Dates and Timing

- **Partner Webinar:** June 10, 2026 
- [VATC.org](https://vatc.org) Updates: Mid-June
- **Applications Open: July 1, 2026**
- **Programs are live:** July 2026 through June 2027
- **Program end: June 30, 2027**

**The program is always  
evolving and this year  
is no different .**

**FY27 CO-OP**

# Evolution of the Co-op

**This year, we wanted to learn more about:**

How to better leverage your available budget

What types of opportunities you want more access to

Success stories and points of friction

How VTC can better meet the needs of our tourism partners

**FY27 CO-OP**

# Evolution of the Co-op

**So,  
we did a survey!**

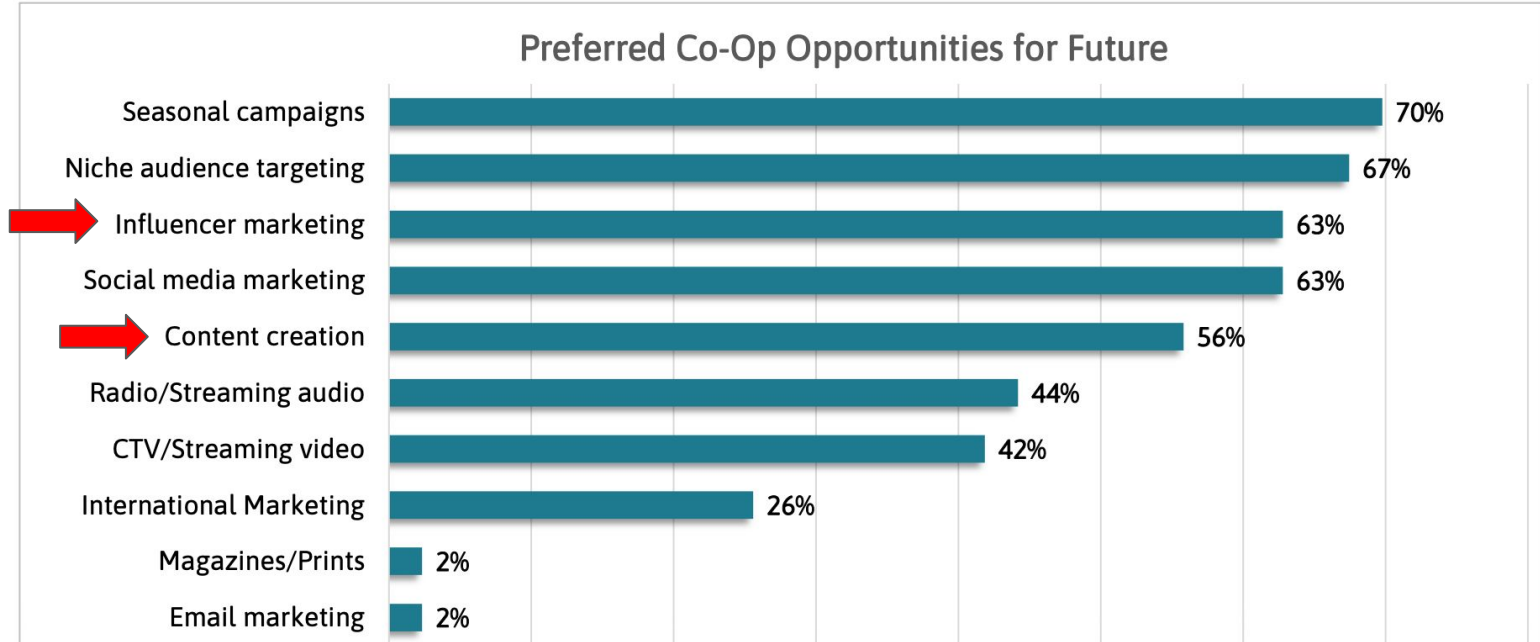
This was our first co-op survey since 2020.

VTC's research team spent a month surveying **55+ partners** about their experience with the VTC Co-op Program.

We asked about 20 questions that we used to build the strategy behind the FY27 Co-op.

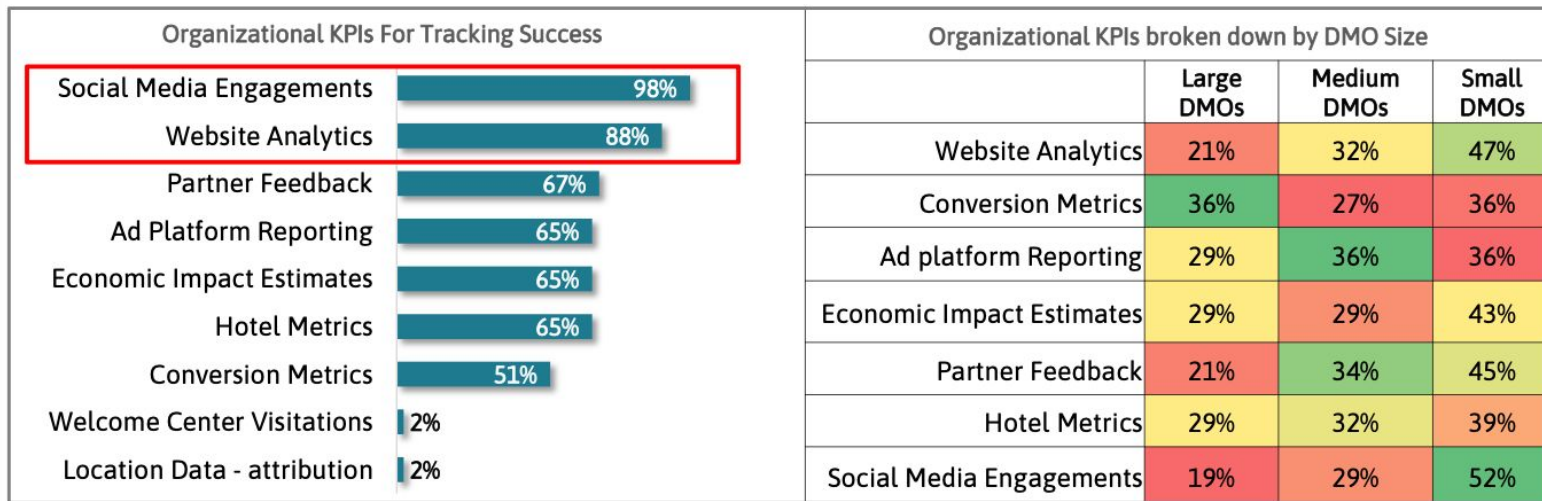
## CO-OP PARTNER SURVEY

# WHICH OF THESE CO-OP OPPORTUNITIES WOULD YOU LIKE TO SEE OFFERED IN THE FUTURE?



## CO-OP PARTNER SURVEY

# WHAT DOES SUCCESS LOOK LIKE?



# CO-OP PARTNER SURVEY

## POINTS OF FRICTION

### Working well · 63% of responses

- Simple application process
- Exceptional VTC staff support
- Clear communication
- Responsive reps and vendors

### Neutral friction · 20% of responses

- Financial monitoring stretches small DMO bandwidth
- Digital co-ops (Meta, Google) most complex
- Specific metrics in application are time-consuming

### Key pain points · 16% of responses

- Heavy/repetitive documentation
- VATC.org form doesn't save progress
- Confusion around Meta/social ad setup
- Grant reporting/reimbursement complexity

**We'll be conducting more  
surveys in the future!**  
**Please sign up for VTC's  
Pulse Newsletter!**

**Your  
feedback matters!**

**FY27 CO-OP**

# Key Changes

## **ONE:**

**A brand new application process!**

## **TWO:**

**Cost tiers have been implemented!**

## **THREE:**

**Brand new types of opportunities have been added to the program!**

FY27 CO-OP

## Key Changes

# A New, Simplified Application!

### FY27 VTC Co-Op Application

Once you submit your final application, if you do not receive your confirmation email and PDF within 15 minutes, please contact Stephanie Kenney at skkenney@virginia.org.

Please note that your information is saved on our server as you enter it.

#### Contact Information

Contact info needs to be for whomever will be receiving the reimbursement checks in the mail. If agency is submitting on partner behalf and agency should receive reimbursement, please provide agency contact info.)

CONTACT NAME(REQUIRED)

Ali	Zaman
FIRST	LAST

ORGANIZATION OR BUSINESS NAME(REQUIRED)

VTC

MAILING ADDRESS(REQUIRED)

901 E. Cary Street

STREET ADDRESS

Suite 900

ADDRESS LINE 2

Richmond	VA
CITY	STATE / PROVINCE / REGION

23219

ZIP / POSTAL CODE

PHONE NUMBER(REQUIRED)

(281) 330-8004

EMAIL ADDRESS(REQUIRED)

azaman@virginia.org

#### Industry Advertising Co-Op Program

- > [FY25 Social Media](#)
- > [Social Media How-to Guide](#)
- > [FY26 META](#)
- > [Google Ads](#)
- > [FY26 Meta/Google Reimbursement Portal](#)
- > [LeisureMedia360](#)
- > [Blue Ridge Outdoors](#)
- > [StyleBlueprint](#)
- > [The Local Palate](#)
- > [Sojern](#)
- > [Adara](#)
- > [Advertising Opportunities](#)
- > [FY25 Co-Op Overview](#)



# FY27 Programs



FY27 Co-op

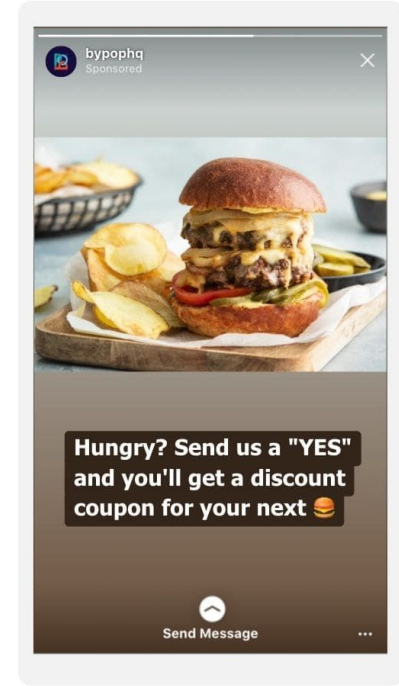
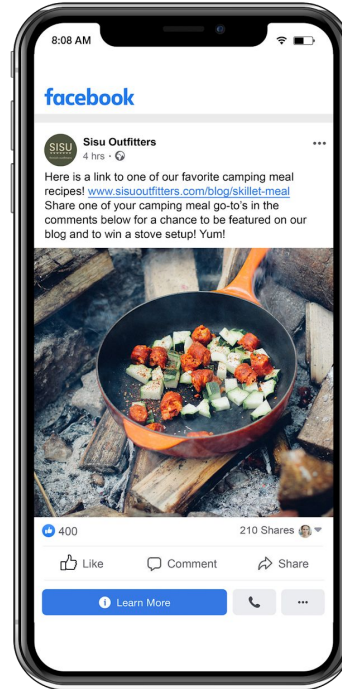
# A BRAND NEW META PROGRAM

**love.**  
communications

**Meta**

Utilize Facebook and Instagram channels to run robust campaigns and **target audiences** using visually appealing and engaging content.

Build **social engagement** and **increase website visits** by promoting relevant content such as news, updates, special offers and events.



FY27 Co-op

# A BRAND NEW META PROGRAM

The Meta portion of the Co-op program has been redesigned this year as **turn-key solution** run end-to-end by Love Communications. The program is structured to be highly accessible with Meta campaigns being run through the Love agency for a seamless experience.

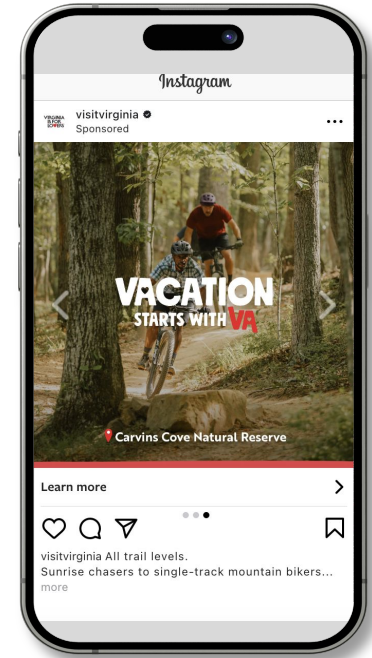
As a managed program, the Love team will handle:

- **Media Campaign Execution:** Running Meta ad campaigns from start to finish. This will require access to Meta platforms.
- **Audience Targeting:** Allowing participating partners to tap into and leverage VTC's custom site-retargeting audiences, and structuring campaigns to align with the VTC Flagship campaign.
- **Tracking and Attribution:** Placing Adara Click Trackers to ensure robust data reporting and proper attribution.
- **Reporting:** Providing comprehensive wrap-up performance reports with actionable insights.
- **Administrative Management:** Handling billing for match rates, campaign management/set up, and ongoing campaign optimizations.

\*Note, campaigns will take a few weeks to be set up and launched. Campaign set up will be handled on a first come first serve basis once applications are processed.

**love.**  
communications

**Meta**



FY27 Co-op

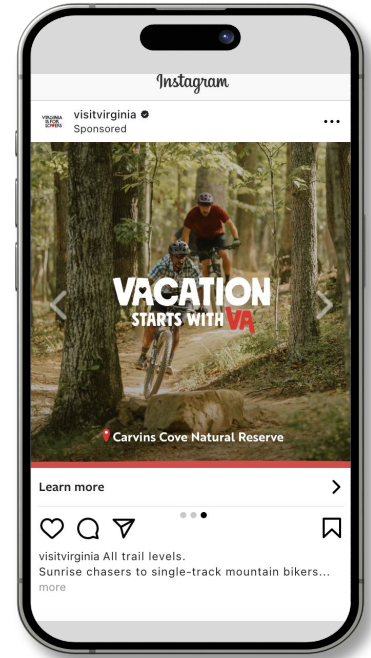
# A BRAND NEW META PROGRAM



**Tiered Options:** Higher spend tiers will have longer flight durations and options to include additional versions of assets. All tiers are able to submit Meta assets of their choosing for both static and video, and in feed and story placements.

Tier Packages	Individual Partner Investment	VTC Ad Spend Match	Total Media Value	Partner Fee	Max Flight Duration
Tier 1	\$2,500	\$2,500	\$5,000	\$750	2 Months
Tier 2	\$5,000	\$5,000	\$10,000	\$1,500	2 Months
Tier 3	\$6,000	\$6,000	\$12,000	\$1,800	3 Months
Tier 4	\$10,000	\$10,000	\$20,000	\$3,000	3 Months

\* Partners will be charged a 15% management fee

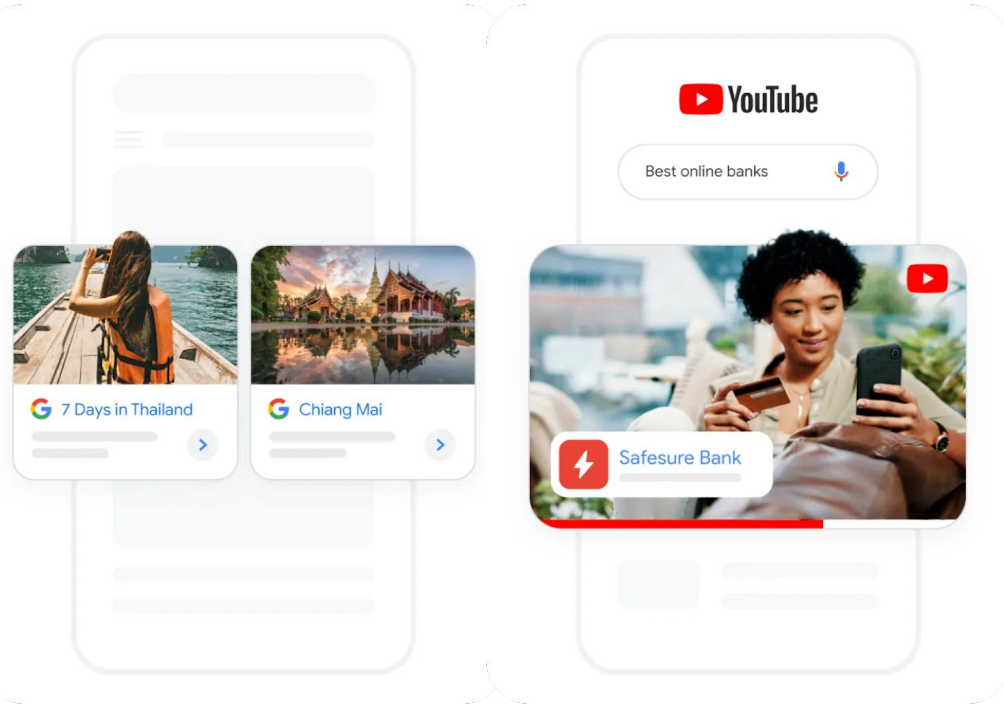


FY27 Co-op

# A BRAND NEW GOOGLE ADS PROGRAM



Reach travelers where they're actively searching and consuming content with a Google campaign that includes Search, Display, and YouTube.



FY27 Co-op

# A BRAND NEW GOOGLE ADS PROGRAM

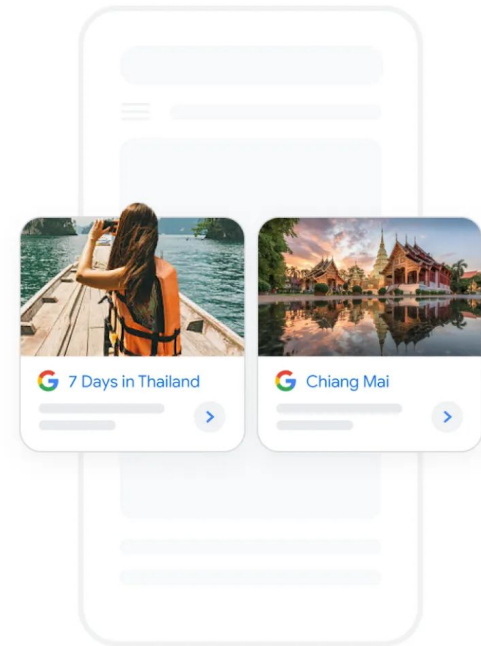


The Paid Search program has also been redesigned as a **turn-key solution** managed end-to-end by Love Communications. Under this framework, Love will assume strategic and administrative responsibility for a paid search initiative of your choosing.

The Love team will handle:

- **Search Campaign Execution:** Running and managing a dedicated search initiative from start to finish including ad copy research, development, and deployment of the campaign(s).
- **Deployment & Optimization:** Launching the campaign(s) within Google Ads, staging technical settings, and conducting ongoing account optimizations.
- **Pacing & Financial Management:** Actively managing budget pacing and spend, and handling billing with partners and VTC for match rates.
- **Reporting:** Delivering comprehensive wrap-up performance reports with actionable insights to both individual partners and VTC teams.

\*Note, campaigns will take a few weeks to be set up and launched. Campaign set up will be handled on a first come first serve basis once applications are processed.

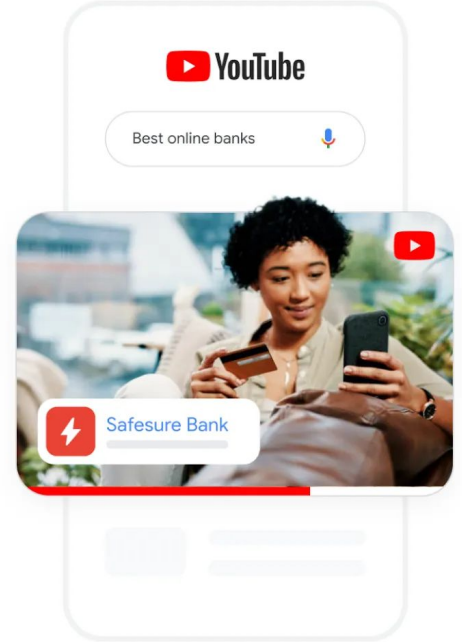


# FY27 Co-op Google Ads



Tier Package	Individual Partner Investment	VTC Ad Spend Match	Total Media Value	Partner Fee	Max Flight Duration
Tier 1	\$5,000	\$5,000	\$10,000	\$1,500	3 Months
Tier 2	\$6,000	\$6,000	\$12,000	\$1,800	3 Months
Tier 3	\$10,000	\$10,000	\$20,000	\$3,000	3 Months

\* Partners will be charged a 15% management fee



# Why a Management Fee?

Love will manage the Meta and Google package details for each co-op partner, including co-op application management and launching each initiative. Depending on the selected package, Love will also oversee the strategy and full launch of Google Ads and Meta accounts.

## **Google Ads**

- Develop the campaign structure and conduct keyword research
- Create ad copy and manage co-op review
- Stage and quality-assure the campaign

## **Meta**

- Develop the campaign structure and campaign set up
- Collection and trafficking of creative assets

## **Account/Campaign Management**

- Kick off conversations with partners
- Collection and management of information and assets for campaign set up
- Invoice and billing management for each partner
- Billing pacing and spend for each campaign
- Adara media measurement tracking and set up
- Ongoing campaign optimization and management

**FY27 Co-op**

# Blue Ridge Outdoors

**Blue Ridge Outdoors is trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social media opportunities.**

Buydown opportunities for partners to place ads, advertorials, and digital content on BRO channels including print, display ads, e-newsletter inclusions, and social media posts.



## FY27 Co-op

# Blue Ridge Outdoors

### BRANDING ADS

- 2 Page Spread - \$7600
- Full Page - \$4400
- Half Page - \$2600
- Quarter Page - \$1595

### ADVERTORIALS: \$900 (plus ad rates shown above)

- Custom content creation by a professional writer
- Sponsored post/ e-news and FB share of content

### DIGITAL FLIGHTS: \$995 EACH

- Branding Flight: (1) Display Web Ad + (3) E-Newsletter Ads
- Content Flight: (1) Sponsored Post + (1) E-News and Facebook Content Share
- Social Flight: (2) Boosted Facebook Posts + (1) Instagram Story (w/ 3 Tiles)
- Custom Dedicated E-Blast (1)

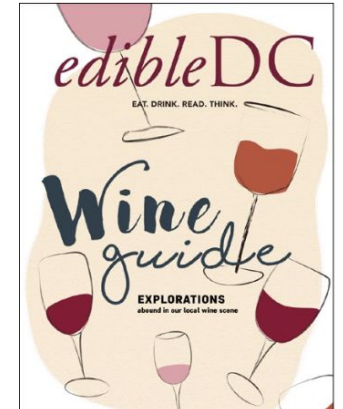
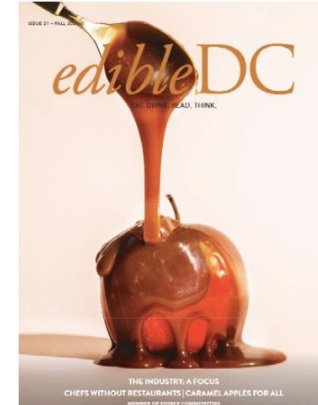
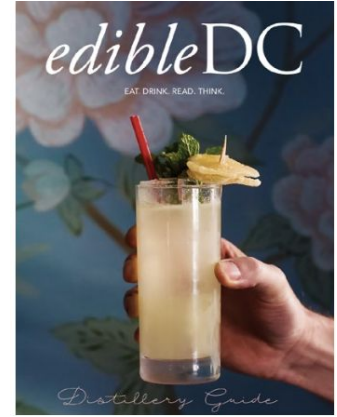
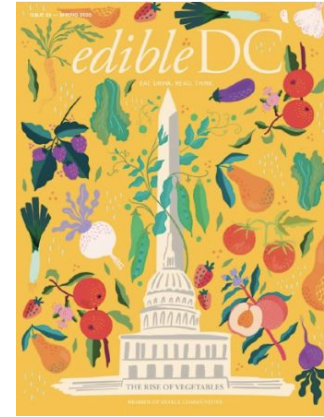


**FY27 Co-op**  
**Edible DC**

**New vendor for FY27** based on partner interest in niche audience targeting, seasonal campaigns, and reaching the DC market.

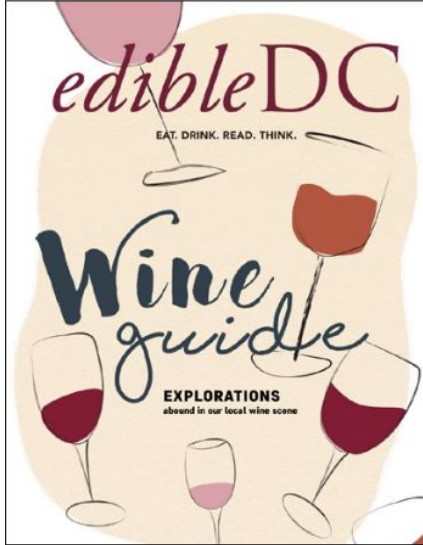
Edible DC promotes local food, farmers markets, and food events in DC, Maryland, and Virginia—celebrating everything that makes the DMV’s food scene truly exceptional.

Program includes quarterly(seasonal) print placements and digital amplification tactics available at differing price points.



## FY27 Co-op

# Edible DC



### **Entry Tier (Annual Participation):**

\$3,700 Partner spend - \$7,400 Total Value

Print Half-page interior advertisement

Digital Amplification: 1 web banner per quarter, Event calendar inclusion, 1 newsletter banner per quarter

### **Growth Tier (Annual Participation):**

\$7,700 Partner spend - \$15,400 Total Value

Print Full-page interior advertisement

Digital Amplification: 1 social media post per quarter, 3 web banners per quarter, Event calendar inclusion, 2 newsletter banner placements per quarter, Newsletter and web editorial content feature, Editorial destination guide

### **Market Leader Tier (Annual Participation – Limited to Two DMOs):**

\$10,500 Partner spend - \$21,000 Total Value

Print: Two-page spread advertisement

Digital Amplification: 2 social media posts per quarter, 4 web banners per quarter, Event calendar inclusion, 2 newsletter banner placements per quarter, 1 dedicated e-blast per quarter, Newsletter and web editorial content feature, Enhanced editorial destination guide

### **Additional Opportunities:**

Individual issue and digital placements are available to DMO partners at 30% off retail rates.

**FY27 Co-op**

## Vista Media (Formerly LM360)



A staple in the Co-op program that is well loved by co-op participants. Vista Media is a one-stop shop offering that enables many types of digital advertising and advanced targeting tactics.

Media options include video, display, native, **and new for FY27, streaming audio!**

### **PARTNER INVESTMENT OPTIONS:**

CAMPAIGN TIER	ADVERTISING CHANNEL	GUARANTEED IMPRESSION	PARTNER INVESTMENT
Primary Reach	Video	200,000	\$3,150
Expanded Reach	Video	425,000	\$6,300
Primary Reach	Display	600,000	\$3,150
Expanded Reach	Display	1,225,000	\$6,300
Primary Reach	Native	300,000	\$3,150
Expanded Reach	Native	625,000	\$6,300
Primary Reach	Audio	150,000	\$3,150
Expanded Reach	Audio	315,000	\$6,300

**NEW!**

## FY27 Co-op Sojern



Sojern is a multi-channel digital advertising platform that uses traveler intent data, such as flight searches, hotel lookups, and booking behaviors, to help travel and tourism brands serve highly targeted programmatic ads to people who are actively planning trips.

**New for FY27, Sojern has added CTV** placements that reach channels such as CNN, ABC, Hulu, ESPN and more.

The screenshot shows a mobile-optimized website page for Sojern. At the top, the Sojern logo is in the upper left, and a hamburger menu icon is in the upper right. Below the logo is a navigation link "Back to Success Stories". The main content area features a "CASE STUDY" section with the title "Virginia Tourism Corporation & Sojern's Co-Op Program Drives \$2.96M in Economic Impact". To the right of the text is a photograph of a scenic road winding through a landscape with mountains in the background under a cloudy sky. Below the title are three filter buttons: "Video", "Display", and "Native". A prominent orange button labeled "Find Your Solution" is positioned below the filters. The bottom section of the page is titled "Case Study Highlights" and features three white boxes with orange text: the first box shows "\$2.96M" with "Estimated Economic Impact" below it; the second box shows "17:1" with "Return on Ad Spend (ROAS)" below it; and the third box shows "96,417" with "Confirmed Travelers" below it.

**FY27 Co-op**  
**Sojern**



In addition to effective targeting strategies, Sojern's **1:1:1 cash match** offer has been an extremely compelling incentive within VTC's co-op program and continues to offer strong value for participating partners.

**Participation Options**

Package Level	Partner Investment	VTC Match	Sojern Match	Total Media Value
Tier 1	\$2,500	\$2,500	\$2,500	\$7,500
Tier 2	\$5,000	\$5,000	\$5,000	\$15,000
Tier 3	\$10,000	\$10,000	\$10,000	\$30,000
Tier 4	\$20,000	\$20,000	\$20,000	\$60,000

All campaigns require a 3 month flight minimum

**FY27 Co-op**

# Brand New Content Creation Opportunities

**COLLECTOR**

**KYLE LAFERRIERE**  
P H O T O G R A P H Y

visiting  
with vega

## FY27 Co-op: Content Creation

# Option 1: Collector Studios

VTC and Partner pay \$7,500 (each).

### Planning:

- Creative kickoff and planning call
- Story and shot planning aligned with your tourism goals and VTC messaging
- Guidance on how to make the most of the production day

### Production:

- One full on-location production day
- Cinematic video capture and with minimal photography coverage as an added value
- Destination b-roll focused on evergreen tourism storytelling
- Capture assets designed to support both local and statewide marketing value

### Deliverables

- Finalized, media-ready video deliverables: Two :15s, :30, or :60
- One round of consolidated revisions
- Music, color, and finishing
- Organized footage and asset handoff via shared drive
- All assets (b-roll, images, etc) will be shared between the partner and VTC.

## FY27 Co-op: Content Creation

# Option 2: Kyle LaFerriere Photography

VTC and Partner pay \$5,000 (each).

### Planning:

- Creative kickoff and planning call
- Story and shot planning aligned with your tourism goals and VTC messaging
- Guidance on how to make the most of the production day

### Production:

- Two full on-location production days
- Six locations (multiple scenes per location)
- High-end photography, video b-roll, and drone coverage

### Deliverables

- 100 ready-to-use images  
*VTC will select up to 25 images with the partner selecting the remainder.*
- Video B-roll
- Drone assets (when permitted)
- Organized footage and asset handoff via shared drive
- All assets (b-roll, images, etc) will be shared between the partner and VTC.

## FY27 Co-op: Content Creation

# Option 3: VisitingWithVega

VTC and Partner pay \$2,000 (each).

### Planning:

- Creative kickoff and planning call
- Story and shot planning aligned with your tourism goals and VTC messaging
- Guidance on how to make the most of the production day

### Production:

- Up to three full on-location production days
- Vertical video and photo capture.

### Deliverables

- 2 Instagram Reels
- 1 Instagram Carousel Post
- 3 Story Posts per day
- \$1,000 of post boosting
- Performance report
- Organized footage and asset handoff via shared drive
- All assets (b-roll, images, etc) will be shared between the partner and VTC.

**FY27 Co-op**

# Content Creation

The logo for COLLECTOR, featuring the word in a bold, black, stylized font where the letters are interconnected.

## Video Creation

Partner Investment: \$7,500

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high-end, cinematic video shoot to create a media-ready video asset.

The logo for KYLE LAFERRIERE PHOTOGRAPHY, with the name in a bold, black, sans-serif font and the word PHOTOGRAPHY in a smaller, spaced-out font below it.

## Photo / Video Capture

Partner Investment: \$5,000

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Professional photo, video, and drone assets to build out your asset library.

The logo for visiting with vega, with the words in a blue, lowercase, sans-serif font on a light yellow square background.

## Social Media Influencer

Partner Investment: \$2,000

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Engaging influencer content spotlighting a multi-day itinerary on social media.

FY27 Co-op

## Content Creation

COLLECTOR

**KYLE LAFERRIERE**  
P H O T O G R A P H Y

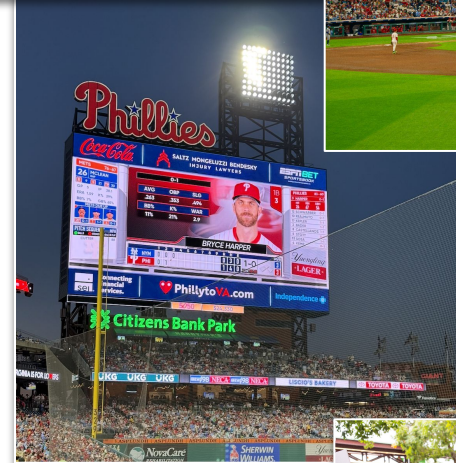
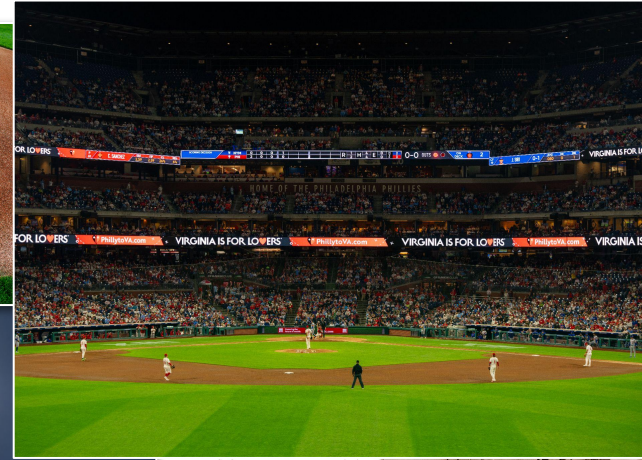
visiting  
with vega

- **Catered towards DMOs and localities** to emphasize regional content creation.
- **Trust the content creators' expertise!** They know how to put capture the most compelling assets.
  - **Help them, help you:** Please coordinate with local stakeholders to facilitate the creators' visits to your localities.
- You can work directly with the creators to add in more locations, deliverables, etc. however this must be down directly between the partner and the creator. VTC's involvement is limited to the scope show previously.

## FY27 Co-op

# Philly Takeover - Round 2!

- Multi-touchpoint campaign in Philadelphia
- September - October, launching over Labor Day weekend with series against the Braves
- Program is open to 6 destinations, \$35k per partner
- Applications will open June 11th and close June 22



# Program Affordability

<p><b>No to Low Cost Resources</b></p> <p>\$0 - \$1,500</p>	<p><b>Small Budget Partners</b> Budgets under \$50,000</p> <p>\$1,500 - \$10,000</p>	<p><b>Medium Budget Partners</b> Budgets between \$50,000 - \$100,000</p> <p>\$10,000 - \$20,000</p>	<p><b>Large Budget Partners</b> Budgets over \$100,000</p> <p>\$20,000 +</p>
<ul style="list-style-type: none"> <li>• PMAP</li> <li>• <a href="http://Virginia.org">Virginia.org</a> Advertising</li> <li>• VTC Consumer Newsletter</li> <li>• Image/Video Library Access</li> <li>• Logo Requests</li> <li>• Partner Toolkits</li> <li>• Lovework Rentals</li> <li>• And more...</li> </ul>	<ul style="list-style-type: none"> <li>• Meta (Tier 1 &amp; 2)</li> <li>• Blue Ridge Outdoors</li> <li>• LM360</li> <li>• Sojern (Tier 1 &amp; 2)</li> <li>• Edible DC (Entry Tier)</li> <li>• Social Media Influencer/ Content Creation via VTC</li> </ul>	<ul style="list-style-type: none"> <li>• Meta (Tier 3)</li> <li>• Blue Ridge Outdoors</li> <li>• LM360</li> <li>• Sojern (Tier 3)</li> <li>• Google Ads (Tier 1 &amp; 2)</li> <li>• Edible DC (Growth Tier)</li> <li>• Social Media Influencer/ Content Creation via VTC</li> </ul>	<ul style="list-style-type: none"> <li>• Meta (Tier 4)</li> <li>• Sojern (Tier 4)</li> <li>• Google Ads (Tier 3)</li> <li>• Edible DC (Market Leader Tier)</li> <li>• Social Media Influencer/ Content Creation via VTC</li> <li>• Philly Takeover</li> </ul>

# Questions?