



# EASTERN OREGON VISITOR'S ASSOCIATION

MARKETING CO-OP | 2024

There's More To...  
**EASTERN  
OREGON**

VisitEasternOregon.com

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EOVA MARKETING CO-OP

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## INTRODUCTION

### **We're proud to announce the launch of the Eastern Oregon Marketing Co-op Program!**

As you explore these co-op offerings, please know that our goal is to support partners by meeting them wherever they are - taking into consideration their key business objectives, team resources, budget restrictions, etc. We work to be flexible as our goal is to provide real value to all partners.

Ultimately - we aim to support all partner efforts within Eastern Oregon to create a larger overall presence for the region's tourism industry by inspiring travel to the area and showcasing the diverse range of experiences available to visitors and residents alike.

# WORKING TOGETHER

HOW TO PARTNER WITH EOVA

SP/RKLOFT

# WORKING TOGETHER

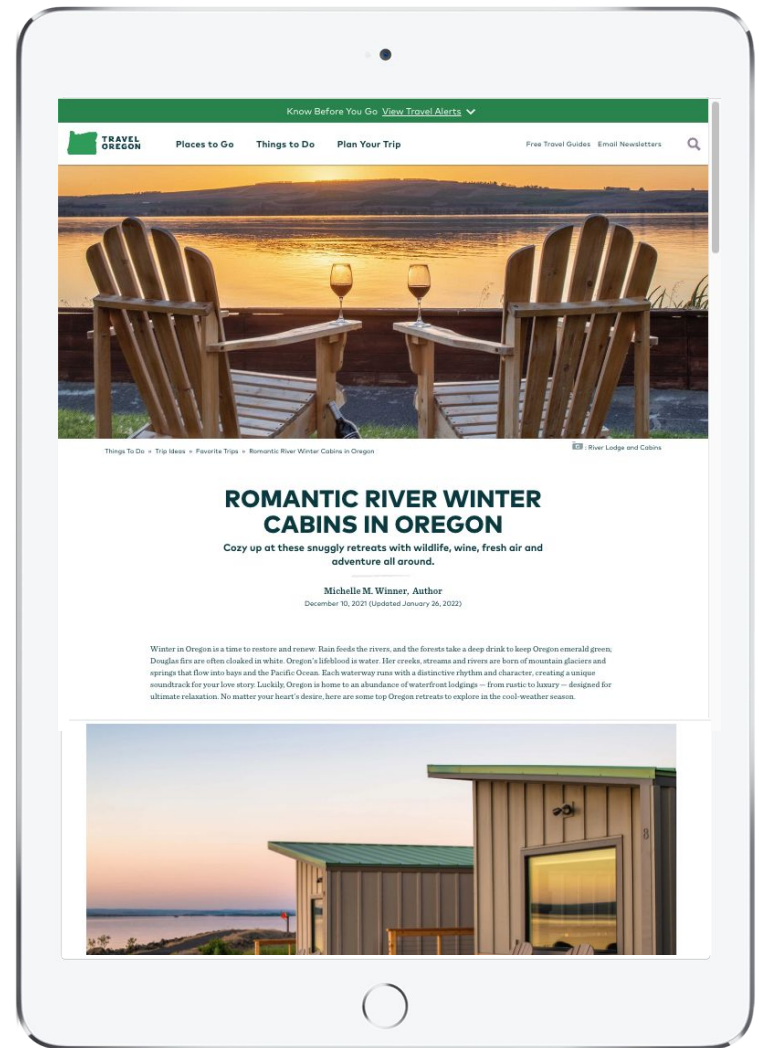
## LEVERAGING PARTNER ASSETS

In order for EOVA to tell an effective and accurate story we need updated assets from our partners. Effectively managing and sharing your digital and social efforts with EOVA is integral to promotion of the region overall.

For example, Boardman River Lodge & Cabins recently shared assets with EOVA.

Assets were used to update their business listing in Travel Oregon's database and then the images were used in a Travel Oregon content story, featured on their website as well as in their consumer newsletter!

**Bottom line: please share assets with us and update your business, lodging and event listings - we need and use them to help promote Eastern Oregon and all it has to offer!**



# WORKING TOGETHER

## CO-OP INVESTMENT TIERS

By partnering with Eastern Oregon we can strategically support your unique needs and timing while promoting your key attractions and amenities to the greater Eastern Oregon audience.

A tiered approach with a menu of services allows for flexibility and helps customize the partnership offerings best suited to your marketing needs and internal resource availability.

Tier	Total Investment*
Tier 5	\$15,000
Tier 4	\$10,000
Tier 3	\$5,000
Tier 2	\$2,500
Tier 1	\$0-500

\*These costs do not include the EOVA admin fee

# WORKING TOGETHER

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HELP US HELP YOU

To provide the best value for our partners, a preliminary, thorough discovery is recommended. The goal: to best understand your short and long term needs, your team's skills, your budget parameters and more.

By gathering this information, we'll better be able to recommend the services and deliverables to best suit your needs.

At the beginning of your co-op engagement, the first step will include a kick-off discovery meeting. See the rest of the steps outlined at right.

## STEP 1: Intro & Discovery

**Partners share key brand and organizational docs, goals, plans, etc.**

## STEP 2: Define of Co-op Engagement

**Sparkloft drafts Co-op partnership plan based on introductory call and presents back to partner.**

## STEP 3: Refine Co-op Engagement & Draft Budgets

**Partners and Sparkloft finalize plan and budget, and gather any final materials.**

## STEP 4: Finalize Co-op Engagement

**Co-op partnership begins!**

# WORKING TOGETHER

## CO-OP INVESTMENT TIERS

Tier	Total Investment	Services Included <i>Please note: these tiers are meant to serve as an investment starting point, and may vary based on specific partner needs</i>
Tier 5	\$15,000	One of the following: <b>-ASSET GENERATION SHOOT:</b> One-day shoot in your destination with a local, TBD photographer. <b>-PAID MEDIA:</b> Paid social campaign utilizing existing content provided by partner. <b>-CUSTOM CONTENT:</b> Two 3 to 4 frame static carousels for use across social channels, and four vertical 15-30s videos utilizing existing video clips and assets.
Tier 4	\$10,000	One of the following: <b>-PAID MEDIA:</b> Paid social campaign utilizing existing content provided by partner. <b>-HIGHLIGHT VIDEO:</b> One 30s video of your destination using existing video footage and assets. <b>-CUSTOM CONTENT:</b> Two 3 to 4 frame static carousels for use across social channels, and two vertical 15-30s videos utilizing existing video clips and assets. <b>-INFLUENCER TOUR:</b> One influencer tour within destination.
Tier 3	\$5,000	<b>CUSTOM CONTENT:</b> Two 3 to 4 frame static carousels for use across social channels, <b>OR</b> two vertical 15-30s videos utilizing existing video clips and assets.
Tier 2	\$2,500	<b>CUSTOM CONTENT:</b> One 3 to 4 frame static carousel for use across social channels.
Tier 1	\$0-500	<b>PARTNER HIGHLIGHT:</b> One social post on EOVA social channels with assets provided by partner. <b>PAID MEDIA:</b> Optional paid promotion of post on EOVA social channels, depending on partner budget availability.



# INFO-CAROUSELS

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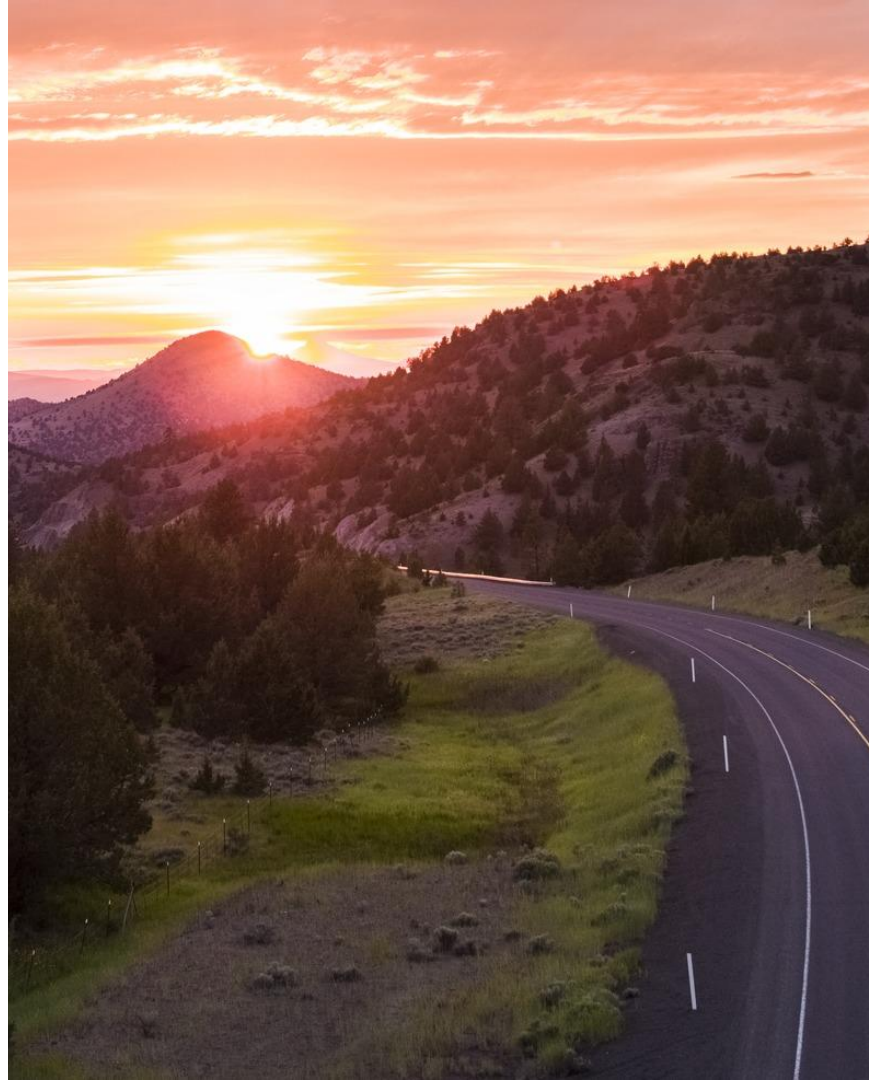
## AVAILABLE SERVICES

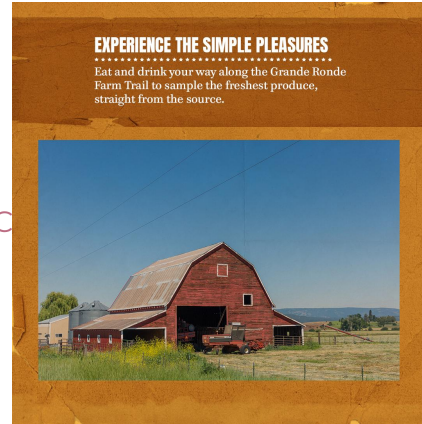
### OVERVIEW

- Carousels allow for longer-form content, which now has a place on social media platforms.
- Effective format for driving traffic from multiple access points.

### WHAT'S INCLUDED

- Up to two 3-frame static info-carousels (depending on selected Tier level).
- Typical turnaround time: 2-4 weeks.





# CUSTOM REELS / TIKTOKS

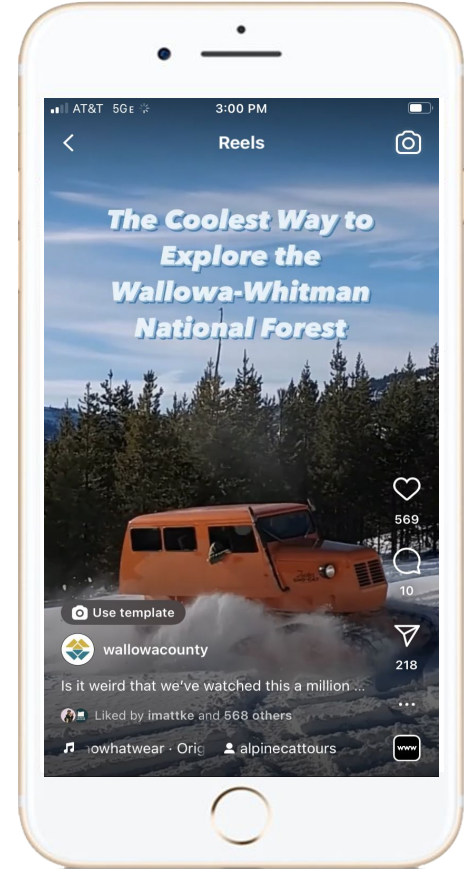
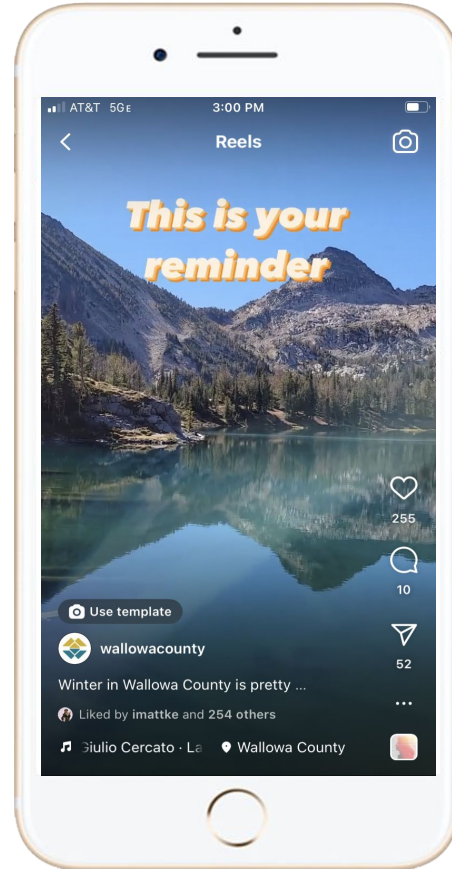
## AVAILABLE SERVICES

### OVERVIEW

Video dominates social media, continuing to appear first in-feed and video views are a primary engagement number to watch closely. Thankfully, the less-polished and overly-produced, the better these videos appear to perform!

### WHAT'S INCLUDED

- Dependent on Tier selection, creation of up to 4 custom, vertical 15-30s videos utilizing existing video clips and assets (or those procured by the partner in-region) and audio available in-platform (i.e. Instagram or TikTok).
- One round of review per video prior to delivery of final.
- Typical turnaround time: 3-6 weeks.



# HIGHLIGHT VIDEO

## AVAILABLE SERVICES

### OVERVIEW

Highlight videos will repurpose pre-existing b-roll for a 30s video highlighting your destination or business. In addition:

- Video format is a preferred format by social platforms and social users
- Viewers are in a more lean-back phase while home and open to more video-based storytelling
- Video allows you to highlight an increased number of activities within your destination

### WHAT'S INCLUDED

- One 30s video, incl. one round of review of an outline, and one round of review of the video before finalization.
- Typical turnaround time: 3-6 weeks.



# INFLUENCER TOUR

## AVAILABLE SERVICES

### OVERVIEW

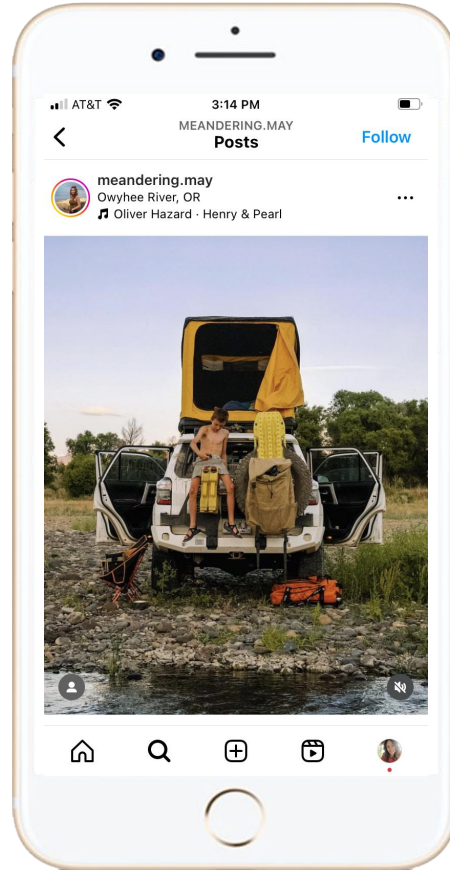
Influencers and content creators are a key tool in authentic storytelling needed to reinvigorate a sense of adventure within Eastern Oregon.

Selection of influencers from key markets to visit certain areas will drive awareness and interest in destination partners through the eyes of a real traveler.

### WHAT'S INCLUDED

The below will vary based on Tier 3 or 4 investment:

- Number of travel days
- Scale of influencer
- Management fees
- Deliverables + visual assets provided by the selected influencer
- Typical turnaround time: 4-6 weeks



# ASSET GENERATION SHOOT

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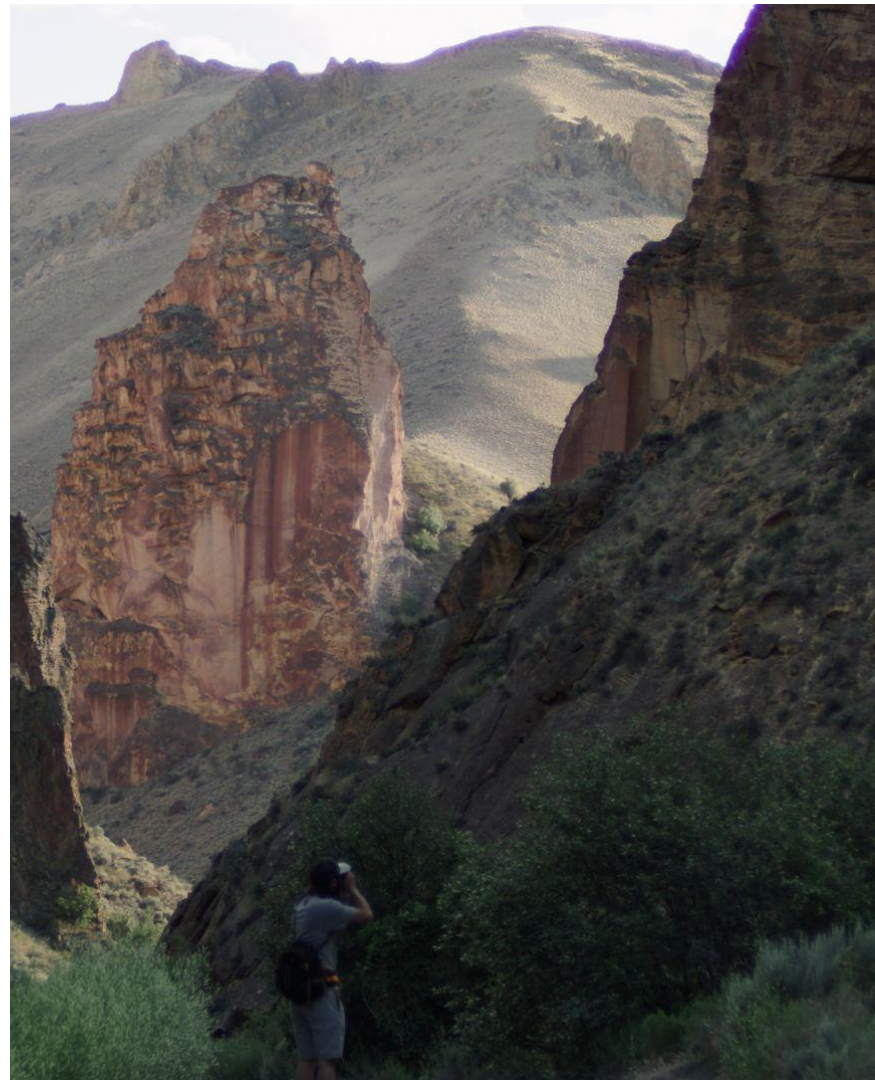
## AVAILABLE SERVICES

### OVERVIEW

Investing in an asset-generation (photo) shoot is worthwhile in creating a refreshed bank of assets that are consistent in style, but also in ensuring your destination and its key offerings are accurately and equally represented.

### WHAT'S INCLUDED

- Assistance in procuring a local photographer, as well as coordination of pre-production planning (i.e. shot list and location selection and a detailed schedule of shoot day).
- Number of assets and rights licensing TBD based on photographer selection.
- Typical turnaround time: 8-10 weeks, depending on seasonality & photographer availability.



# PAID MEDIA & MANAGEMENT

## AVAILABLE SERVICES

### OVERVIEW

Research shows that destinations or businesses that maintain or increase advertising average significantly higher sales growth during and after recessions than those that eliminate or decrease advertising.

### WHAT'S INCLUDED

- The below will vary based on tier + spend:
  - Number of ad units
  - Content creation + messaging
  - Media management fees
  - Level of reporting post-campaign
- Always included:
  - Ad placement
  - Ad optimization + monitoring
  - Performance report + insights



A photograph of a person standing on a trail in a canyon, looking up at a large rock formation. The text "THANK YOU" is overlaid in white, bold, sans-serif font in the center of the image. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The canyon walls are rugged and layered, with some green shrubs in the foreground.

**THANK YOU**