

WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



TRAVELWYOMING.COM

SALES WINDOW

10/29/24 - 12/31/24

PAID SOCIAL WOT'S CHANNELS

Continue the paid social co-op campaign that harnesses the power of the Wyoming Office of Tourism official channels (Facebook & Instagram) to promote partners around the state.

	Bronze Package	Gold Package	Gold Package
Campaign Flight Min.	2 Months	4 Months	6 Months
Delivery	250K + Impressions	500K + Impressions	750K + Impressions
Total Value	\$2,000	\$4,000	\$6,000
Wyoming Match	\$1,000	\$2,000	\$3,000
Partner Price	\$1,000	\$2,000	\$3,000
Creative Units	On-Platform Ads	On-Platform Ads	On-Platform Ads
Added Value	(1) Video Asset if footage allows		

PACKAGES ARE LIMITED AND OFFERED ON A FIRST-COME, FIRST-SERVED BASIS.
INFORMATION IS SUBJECT TO CHANGE

Notes:

Creative should be provided by partner.

- Video assets are recommended.
- Where available, BVK can create a simple :06 motion/video asset for participating partners.
- Creative should be clear of marks.

Managed By: BVK

FIND OUT MORE: WOTCO.OP@BVK.COM

NOTHING STATIONARY ABOUT IT



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Examples

 Wyoming Office of Tourism   
Sponsored · 

Visit Fort Laramie for a traditional July 4th celebration! Old-fashioned games, live music, and interpretive demos await!



gogoshen.com
July 4th at Fort Laramie
ADVENTURE AROUND EV... [Learn more](#)

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 Like  Comment  Share

 Wyoming Office of Tourism   
Sponsored · 

10 bedroom, 11.5 bath Western style lodge welcoming vacations, family reunions, or corporate retreats. Visit starvalleylodge.com today!



starvalleylodge.com
34 Acres of Beauty at SVL
In the heart of Wyoming's ... [Learn more](#)

 Like  Comment  Share

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