

Reach

- 20,000 followers minimum on two social media platforms.
- Ideal engagement rate of 3-6% on Instagram
- Provide Google/web and social analytics: IG stories screenshots, demographics, etc.

Samples of Work

- Provide examples of posts with similar content/tone.
- Please provide a contact of another destination/visitor convention bureau/business, lodging properties, area attractions you recently worked with.



Endorsement Disclosure

Please note the following for posts on your personal page:

- Tahoe South related posts on personal pages must include proper endorsement disclosures, including the following:
- Include #TahoeSouth_Partner at the beginning of any related posts or stories. This hashtag must be clearly visible to users.
- Include #Sponsored or #Ad in any related posts or stories. This hashtag must be clearly visible to users.

Disclose the partnership in your post, including any lodging, dining, or other items you received as part of your partnership with Tahoe South.

Tahoe South ideal partners

- Niche: looking for year-round outdoor recreation, hotels/accommodations, scenic shots, dining/cocktails/breweries, entertainment/nightlife and lifestyle angles
- Topics: tailored content that appeals to followers; featuring unique angles that make you stand out above the overwhelming growth of social media influencers
- Type of reach: looking for demographics that are active, outdoor enthusiasts, families, couples, friends who spend money on travel experiences
- Seeking followers from non-stop flight markets into Reno/Tahoe Airport, especially mid-week excursions
- Any proof that followers book travel as a result of your inspired content
- Influencers who have connections with media outlets for additional exposure; interviewed as the 'travel expert' on national network TV/radio programs as well as print/magazine publications
- Full perpetuity of images/video with attribution to leverage in PR/marketing purposes (not advertisements)



**Lake Tahoe
Visitors Authority**

Tahoe South Hosting Details

- Copy Points/hashtags: LTVA will provide story angles/copy points for the influencer to put in their own words and incorporate into the campaign. Designated hashtags and partners social media handles will be provided as well.
- LTVA will determine if visit is exclusive or non-exclusive
- LTVA may provide tracking bit.ly links or coupons/promo codes for the influencer to incorporate into sponsored content.

Tahoe South is premiere vacation destination. Creating content in Tahoe can boost social media influence and create high quality content for your viewers. In 2017, Lake Tahoe was picked to be one of the best lake towns in America.

South Lake Tahoe has many accolades and has been featured in multiple highly credible news sources.



Please provide a minimum of four weeks advance notice with your request to visit. If less than three weeks a lodging rate may be available and we're able to provide a suggested itinerary with recommendations and information about the area.

Contact:

Jenn Boyd, jennifer@weidingerpr.com, 775-588-2412.

