
**VISIT HENDERSONVILLE
PARTNER CO-OP PROGRAM
2026-27**



Presented by
Henderson County Tourism Development Authority

GET YOUR BUSINESS IN FRONT OF TRAVELERS WHO DON'T KNOW YOU YET.

The Partner Co-Op Program exists to put your business in front of prospective travelers who don't know you yet – in the markets most likely to plan a trip to Henderson County.

It does that by leveraging the marketing, media and creative resources of the Henderson County Tourism Development Authority. The TDA's mission is to position Henderson County as a premier destination by executing authentic and innovative, high-impact marketing strategies. A core pillar of those strategies is supporting our tourism partners, while increasing overnight stays, driving economic growth, and enhancing the visitor experience. That's exactly why we built the Co-Op Program, and why we're excited to invite you to participate.

Now in its second year, the Co-Op Program is centered on building traveler awareness of partners, across a range of proven tactics, with strategically selected target markets and audiences. We've refined what worked and resonated best for partners in year one, offering premium advertising across social media, display ads, print, email, and airport screens so partners can claim a spot in these placements for a small share of the cost.

It gets you in front of new travelers in ways you couldn't do on your own — made affordable, and expertly crafted for you.

~80%

TDA subsidy

The TDA covers roughly 80% of the advertising cost across the program. You pay only a small partner share.

\$150-\$400

Per placement

Access is affordable across a wide range of partner types and business sizes.

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Extra cost for expertise

Strategy, targeting, ad design, placement, and reporting are all handled by the TDA and Paradise.

5

Media channels

Social, display, print, email, and airport – all available in one program.

You simply choose your placements and share a few assets. We take it from there.

YEAR TWO HIGHLIGHTS

Solo social ads that feature your business on its own

Broader reach through programmatic display ads

New print and email placements in Raleigh and Charlotte

Airport screen advertising in Greenville-Spartanburg

Gratitude at Altitude™ trademark licensing

Streamlined process and reporting

WHO IT'S FOR

Lodging, food & beverage, activities, attractions, and agritourism partners across Henderson County.

HOW IT WORKS

1. Consult with us on the placements you'd like to enroll in.
2. We design and place your ad – expert creative and targeting from Paradise and the TDA.
3. You receive a performance report after each campaign wraps.

LET'S GET STARTED

In this guide you'll find information about the overall program and detail for each placement. We hope you'll see opportunities that fit your business and put you on the radar of future Henderson County visitors.

EVERY OPPORTUNITY, AT A GLANCE.

Here is your full-year snapshot. You're welcome to enroll in one placement or several, in a single season or across the year.

PLACEMENT	MARKETS	TIMING	PRICE	SLOTS
Paid Social — Meta Facebook & Instagram	Charlotte Raleigh-Durham	3 run periods: • Fall • Winter • Spring–Summer	\$250	12
High Impact Display — Equativ Programmatic banner ads	Charlotte Raleigh-Durham Atlanta Tampa Orlando	3 run periods: • Fall • Winter • Spring–Summer	\$350	24
Print — Midtown Magazine Raleigh lifestyle publication	Raleigh	May/June issue	\$400	3
Email — Midtown Magazine Dedicated email blast	Raleigh	October February	\$150	6
Print — QC Exclusive Charlotte lifestyle publication	Charlotte	December issue	\$300	3
Email — QC Exclusive Dedicated email blast	Charlotte	November May	\$150	6
Airport Screens — GSP Airport Baggage claim	Greenville–Spartanburg	April May June	\$300	3

Digital run periods:

Fall Sep. 14 - Nov. 15, 2026 | **Winter** Jan. 4 - Apr. 4, 2027 | **Spring / Summer** Apr 5 - Jun 30, 2027

META – FACEBOOK & INSTAGRAM

WHAT IT IS

Carousel ads on Facebook and Instagram, published from the official @visithendersonvillenc accounts and served to travelers in top markets. Each ad features one partner only.

WHERE IT RUNS

Charlotte
Raleigh-Durham

WHO IT REACHES

Adults 30–75
Household income \$125K+
Skewing female
Modeled on visitors who've recently planned overnight stays in the area

WHEN IT RUNS

Three run periods:

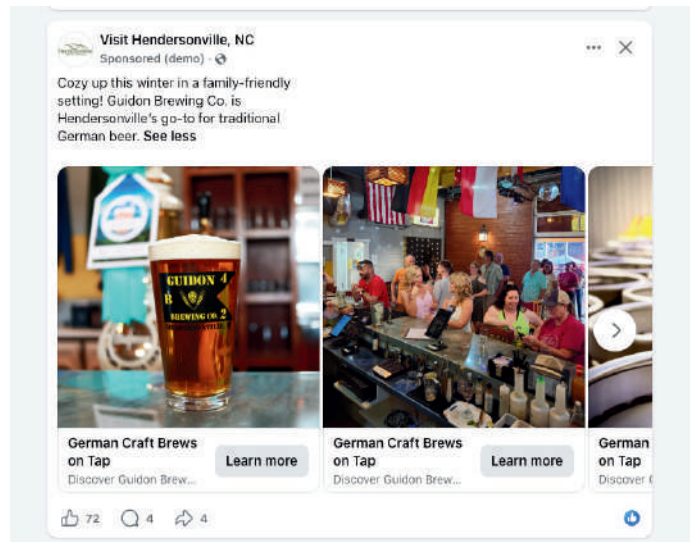
- Fall
- Winter
- Spring/Summer

PRICING & TIMING

RUN PERIOD	RUN DATES	PLACEMENTS AVAILABLE	PRICE PER PLACEMENT	ASSETS DUE
Fall	9/14/26 - 11/15/26	4	\$250	8/10/2026
Winter	1/4/27 - 4/4/27	4	\$250	11/16/2026
Spring / Summer	4/5/27 - 6/30/27	4	\$250	2/22/2027

WHAT YOU GET

- Your own solo ad designed by Paradise
- A direct link to your free listing on the Visit Hendersonville website



A carousel ad shows in a user's Facebook and/or Instagram feed and includes a caption and a series of photos they can swipe through and click to learn more

YOU PROVIDE

4-6 high resolution images showcasing your business
Brief description of your business and key information you'd like featured

WE REPORT

Impressions: views of the ad
Clicks: clicks on the ad
Click-through rate: clicks divided by impressions
Post engagement: likes, comments, and shares on the ad
Approx. 6 weeks post-campaign

EQUATIV – PROGRAMMATIC BANNER ADS

WHAT IT IS

Eye-catching high-impact digital display ads that reach your audience while they browse premium sites like Forbes, ESPN, and Fast Company.

WHERE IT RUNS

Charlotte
Raleigh-Durham
Atlanta
Tampa-St. Petersburg
Orlando

WHO IT REACHES

Adults 30–75, household income \$125K+, reached through third-party data and contextual targeting around travel, tourism, and lifestyle content – meaning they're likely in the market for travel destinations, and the ad follows them in places they browse the Internet.

WHEN IT RUNS

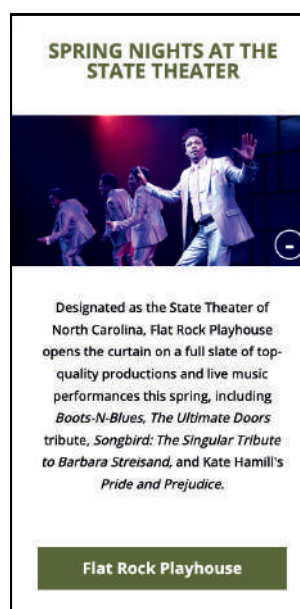
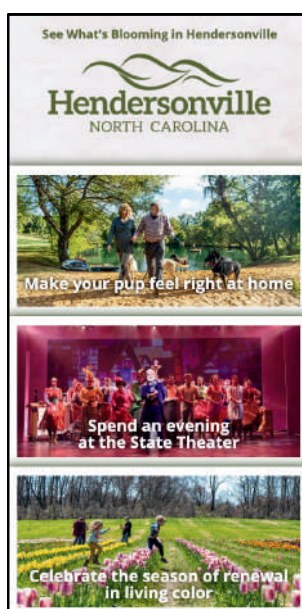
Three run periods:

- Fall
- Winter
- Spring/Summer

PRICING & TIMING

WHAT YOU GET

- Featured as one of three partners in each placement
- Professionally built high-impact creative from Paradise and Equativ's studio
- Targeting that follows engaged users across the web
- A direct link to your free listing on the Visit Hendersonville website



These high impact display ads show up to three partners at a time with Visit Hendersonville branding surrounding them, and allow the viewer to click within the ad to get more information, as well as to click through to your free listing page on the Visit Hendersonville website.

YOU PROVIDE

4-6 high resolution images showcasing your business

Brief description of your business and key information you'd like featured

WE REPORT

Impressions: views of the ad

Clicks: the number of clicks on your specific partner link

Approx. 6 weeks post-campaign

RUN PERIOD	RUN DATES	PLACEMENTS AVAILABLE	PRICE PER PARTNER	ASSETS DUE
Fall	9/14/26 - 11/15/26	2 (3 partners each)	\$350	8/10/2026
Winter	1/4/27 - 4/4/27	3 (3 partners each)	\$350	11/16/2026
Spring / Summer	4/5/27 - 6/30/27	3 (3 partners each)	\$350	2/22/2027

MIDTOWN MAGAZINE

WHAT IT IS

Two ways to reach the Raleigh market through Midtown Magazine, a respected Raleigh lifestyle publication: a full-page print ad and custom email blasts.

WHERE IT RUNS

Raleigh Metro

WHO IT REACHES

Midtown's engaged regional readership: affluent, travel-minded households across the Triangle. Print circulation is approximately 140,000 and email database includes 50,000 subscribers.

WHEN IT RUNS

Print: May/June edition

Email: October and February

WHAT YOU GET

- Print: an image and copy as one of three partners in a Hendersonville-branded print ad using the “Gratitude at Altitude” campaign
- Email: an image and copy in a Hendersonville-dedicated email blast as one of three partners featured



YOU PROVIDE

4-6 high resolution images showcasing your business

Brief description of your business and key information you'd like featured

WE REPORT

Email reporting at full email level, not by individual partner:

- Open rate: percent of subscribers who opened the email
- Clicks: the number of clicks on email links
- Click-through rate: percent of subscribers who clicked on the email

Note: no per-partner metrics for print; reach is assumed in the circulation (~140,000)

PRICING & TIMING

TACTIC	RUN DATE	PARTNERS FEATURED	PRICE PER PARTNER	ASSETS DUE
Print	May / June 2027	3	\$400	3/1/2027
Email	10/20 or 10/27/2026	3	\$150	9/4/2026
Email	2/16 or 2/23/2027	3	\$150	1/6/2027

QC EXCLUSIVE

WHAT IT IS

Two ways to reach the Charlotte market through QC Exclusive, a Charlotte-area lifestyle publication: a full-page print ad and dedicated email newsletters.

WHERE IT RUNS

Charlotte Metro

WHO IT REACHES

QC Exclusive's affluent Charlotte-area readers and opt-in email subscribers. Print circulation is approximately 50,000 and email database includes 38,000 subscribers.

WHEN IT RUNS

Print: December issue
Email: November and May

WHAT YOU GET

- Print: an image and copy as one of three partners in a Hendersonville-branded print ad using the “Gratitude at Altitude” campaign
- Email: an image and copy in a Hendersonville-dedicated email blast as one of three partners featured



YOU PROVIDE

4-6 high resolution images showcasing your business

Brief description of your business and key information you'd like featured

WE REPORT

Email reporting at full email level, not by individual partner:

- Open rate: percent of subscribers who opened the email
- Clicks: the number of clicks on email links
- Click-through rate: percent of subscribers who clicked on the email

Note: no per-partner metrics for print; reach is assumed in the circulation (~50,000)

PRICING & TIMING

TACTIC	RUN DATE	PARTNERS FEATURED	PRICE PER PARTNER	ASSETS DUE
Print	December 2026	3	\$300	9/21/2026
Email	11/18/2026	3	\$150	9/21/2026
Email	5/12/2027	3	\$150	3/14/2027

GSP AIRPORT – BAGGAGE CLAIM SCREENS

WHAT IT IS

Your ad on the digital baggage-claim monitors – three 72-inch screens – at Greenville–Spartanburg International Airport, reaching arriving travelers at roughly 50,000 impressions per week. Available one partner per month, so the screens are yours alone for the month you book.

WHERE IT RUNS

Greenville-Spartanburg

WHO IT REACHES

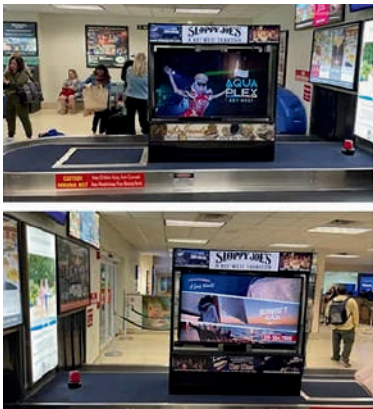
Travelers arriving at GSP – a captive audience at the moment they reach their bags, with approximately 50,000 impressions per week

WHEN IT RUNS

April
May
June

WHAT YOU GET

- Sole partner placement for the month you book.
- Large-format digital creative designed by Paradise.
- High-frequency exposure to in-market arriving travelers.



Baggage claim screens capture attention from a travel-minded audience – those who live in the GSP market and those traveling through who may return.

YOU PROVIDE

- 4-6 high resolution images showcasing your business
- High resolution logo file

WE REPORT

A baggage claim foot-traffic report for your placement period, shared about 6 weeks after campaign ends

PRICING & TIMING

RUN PERIOD	PLACEMENTS AVAILABLE	PRICE PER PLACEMENT	ASSETS DUE
April	1	\$300	2/22/2027
May	1	\$300	3/22/2027
June	1	\$300	4/22/2027

GRATITUDE AT ALTITUDE™ LICENSING

WHAT IT IS

Gratitude at Altitude™ isn't just a tagline. It's a registered trademark that captures something real about this place. The feeling that draws travelers here, keeps them coming back, and shapes how Henderson County is known in the world.

As a registered tourism partner, you're now eligible to use the Gratitude at Altitude™ mark on your own products, marketing, and signage – at no cost. This is the TDA's way of inviting the business community to share in that identity and help carry it forward.

HOW TO USE IT

The license permits use of the mark across a wide range of applications, including:

- Advertising and marketing materials
- Signage at your business location
- Merchandise and retail products
- Packaging and product labeling
- Digital channels — website, social media, email



WHAT'S REQUIRED

Participation is free, but it does come with responsibilities. The mark is federally registered (USPTO Reg. No. 7480704), and the TDA is responsible for protecting its integrity.

The mark must be used as specified in the Hendersonville Brand Guidelines: no modifications to color, font, or form, no creation of derivative versions. The TDA reserves the right to deny licensing based on planned use cases.

You'll sign a simple non-exclusive license agreement with the HCTDA before using the mark. The agreement is straightforward: it formalizes your permission to use the trademark and outlines the usage rules.

The TDA retains the right to terminate the license if the mark is misused or if usage falls outside the terms of the agreement.

Using the mark doesn't convey any ownership rights; your business brand remains entirely yours, and the Gratitude at Altitude™ mark remains entirely the TDA's.

HOW TO PARTICIPATE

Reach out to Ashley Downer to express interest. She'll share the brand guidelines for the mark and the license agreement for your review and signature. Once that's executed, you're free to start using it.

Ashley Downer
Henderson County TDA
adowner@hendersoncountync.gov
828-697-4556

HOW TO JOIN

Enrolling is simple, and you can commit to the tactics you want when you're ready as long as they're available and deadlines haven't passed.

HERE'S HOW IT WORKS

- 1. Reach out to let us know which placements interest you. We're happy to consult on what's best for your business and goals.
- 2. We'll share a contract outlining your enrollment. We'll invoice you once the contract is signed.
- 3. Paradise designs your creative, you approve, and it's sent to the vendor.
- 4. You receive a performance report about six weeks after each campaign wraps.

WHAT YOU'LL PROVIDE

Creative assets are listed here by placement, and we'll guide you on anything specific a placement needs.

YOUR POINT OF CONTACT

Ashley Downer

Henderson County TDA

adowner@hendersoncountync.gov

828-697-4556

Ashley is your primary point of contact for everything co-op: questions, enrollment, and placement guidance. She'll lead the team here to make this easy and worth your while.

We're grateful that you're part of telling Hendersonville's story.

CALENDAR VIEW

SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Paid Social - Fall				Paid Social - Winter			Paid Social - Spring / Summer		
Display - Fall				Display - Winter			Display - Spring / Summer		
	Raleigh Email				Raleigh Email			Raleigh Print	
		Charlotte Email	Charlotte Print						Charlotte Email
							GSP Airport Screens	GSP Airport Screens	GSP Airport Screens
Gratitude at Altitude Licensing									