

Program Group	Program Status	Program Type	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Program Name	Content	Opportunity	Detailed Program Overview	Space Deadline	Material Deadline	Rate	Max Participants
Domestic Sales Shows	Active	Accommodations	Shared Appointment Book and Conference Attendance with VCB, Planner Contact Information		75	11/16/2025	11/19/2025	Meeting Today Live South! New Orleans, LA – November 2025	Meeting Planner	Meeting Planner Client Event	Meetings Today Live South brings together qualified meeting professionals who hold events in the Southern region to one location and provides accredited educational sessions, networking events and one-on-one appointments. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		500	1
Domestic Sales Shows	Active	Accommodations	Shared Booth with VCB, Planner Contact Information		850	12/03/2025	12/04/2025	Association Forum Holiday Showcase: Chicago, IL – December 2025	Meeting Planner	Meeting Planner Sales Calls	Holiday Showcase continues to be the Association Forum's largest annual event and Chicagoland's #1 meetings and business services exhibition. In addition to being a successful trade show, Holiday Showcase provides outstanding educational content in a variety of topic areas for attendees. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		300	1
Domestic Sales Shows	Active	Accommodations Attractions	Booth with VCB		23000	01/24/2026	01/25/2026	Travel and Adventure Show NYC: New York City, NY – January 2026	Leisure Consumer, Travel Advisor	Consumer Trade Show and Travel Advisor Program	The Travel and Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet thousands of consumers who are attending to find their next vacation. Additionally, our participation in the FAM-TAS Passport Program, enables special access to pre-qualified and highly informed travel advisors, with whom you can count on quality face-to-face conversations, leading to lead generation and bookings, all under one roof. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		200	1
Domestic Sales Shows	Active	Accommodations	Booth with VCB, Client Event, and Planner Contact Information		500	02/01/2026	02/26/2026	Metro NYSAE Tradeshow, Theatre Client Event and Expo: New York City, NY – February 2026	Meeting Planner	Meeting Planner Trade Show and Client Event	The Metro New York Society of Association Executives (NYSAE) meeting planner event is a great opportunity to network with association and not-for-profit management executives. The VCB will invite clients to the networking tradeshow followed by a client theatre event. Participants will receive contact information from all planner show attendees. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		500	2
Domestic Sales Shows	Active	Accommodations	Your own Booth, Appointment Book and Conference Attendance, Planner Contact Information. VCB will provide carpet & limited décor to create a destination presence		150	02/02/2026	02/04/2026	Florida Encounter: Orlando, FL – February 2026	Meeting Planner	Meeting Planner Trade Show	Florida Encounter is Visit Florida's premier trade show for hosted conference planners to meet with Florida's meetings and events destinations and hotels. This trade show includes networking opportunities, one-on-one appointments, and boasts a 50:50 supplier to meeting professional ratio. Similar to the past couple of years, Florida Encounter is being held during the same timeframe as Florida Huddle (international travel trade). Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		2750	4
Domestic Sales Shows	Active	Accommodations	Shared Booth and Conference Attendance with VCB, Planner Contact Information		700	02/10/2026	02/12/2026	RCMA Emerge: Lexington, KY – February 2026	Meeting Planner	Faith-Based Meeting Planner Trade Show	The Religious Conference Management Association (RCMA) Emerge is a one-stop opportunity for you to meet with the top faith-based meeting planners, refine your professional skills with education, and reconnect with friends and colleagues. This show includes over 30 informative, interactive educational sessions and 3 powerful keynote experiences, plus 6 hours of connectivity with planners during the Emerge Expo. There is also another 10+ hours of potential engagement during breaks, meals, receptions and other intentional connection events. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		400	1
Domestic Sales Shows	Active	Accommodations Attractions	Booth with VCB		20000	03/07/2026	03/08/2026	Travel and Adventure Show LA: Los Angeles, CA – March 2026	Leisure Consumer, Travel Advisor	Consumer Trade Show and Travel Advisor Program	The Travel and Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet thousands of consumers who are attending to find their next vacation. Additionally, our participation in the FAM-TAS Passport Program, enables special access to pre-qualified and highly informed travel advisors, with whom you can count on quality face-to-face conversations, leading to lead generation and bookings, all under one roof. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		200	1
Domestic Sales Shows	Active	Accommodations	Shared Booth and Meeting Planner Contact Information		75	04/01/2026	04/30/2026	Destinations Celebration: Kansas City, MO and Minneapolis, MN – April 2026	Meeting Planner	Meeting Planner Client Event	The VCB will participate in a hosted meeting planner themed event in the Kansas City market and one in the Minneapolis market, targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of the planners at the conclusion of the event. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		500	1
Domestic Sales Shows	Active	Accommodations Attractions	Shared Booth and Roundtable Presentations with VCB and Travel Advisor Contact Information		250	04/01/2026	04/30/2026	Peninsula Shows in Maryland, Pennsylvania, and New Jersey – April 2026	Travel Advisor	Travel Advisor Trade Shows and Roundtable Presentations	Calling all industry enthusiasts to the prominent "face-to-face" platform for both travel advisors and suppliers to connect in the industry's leading roundtable presentations/trade shows. For over 30 years, Peninsula Travel Presentations have consistently drawn the industry's top-tier attendees. They pride themselves on curating a gathering of decision makers, top travel advisors and leading suppliers. Join the VCB on this 3 show roadshow through Maryland, Pennsylvania, and New Jersey and tap into an unparalleled network of influential travel advisors (many of them home-based). Be part of events that consistently attracts the best and highlight Fort Myers - Islands, Beaches and Neighborhoods for the important summer and fall travel seasons. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		200	1

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Domestic Sales Shows	Active	Accommodations	Travel Advisor Education Opportunity and Contact Information		30	06/01/2026	06/30/2026	Central Florida Travel Agency Sales Mission: Greater Orlando, FL – June 2026	Travel Advisor	Travel Agency Sales Calls and Support Center Training	This is your chance to get your property "top-of-mind" with our state's most influential travel advisors. The VCB will organize and lead a 2-3 days of organized sales calls to travel agencies, tour planners and AAA offices to highlight Fort Myers - Islands, Beaches and Neighborhoods for the important summer and fall travel seasons. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		0	3
Domestic Sales Shows	Active	Accommodations	Client Event with VCB, Planner Contact Information		20	06/01/2026	06/30/2026	Red Sox Fenway Client Event: Boston, MA – June 2026	Meeting Planner	Meeting Planner Client Event	The Red Sox meeting planner event is a great opportunity to network with Greater Boston area meeting professionals in a unique, destination themed setting. Targeted clients will be with planners in the corporate, association and incentive markets. Participants will receive all planner contact information and qualification sheets. Date dependent upon Red Sox home game schedule. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		300	2
Domestic Sales Shows	Active	Accommodations	Shared Booth and Appointments with VCB, Tour Operator Contact Information		200	07/01/2026	08/31/2026	MCASC-AMA-GMOA-SCMA Motorcoach Association Regional Meeting: TBD – July / August 2026	Travel Trade	Tour Operator Conference	This motorcoach association regional meeting brings together member tour operators from South Carolina, Alabama, Georgia, and the South Central US for education sessions, networking events and one-on-one appointments with top destinations. There will also be roundtable sessions which give suppliers firsthand opportunities to learn from the tour operators. Participant will receive all of the tour operators' contact information. Coop Partner must also purchase a membership from the Motorcoach Association of South Carolina (approximately \$250). Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		200	1
Domestic Sales Shows	Active	Accommodations	Shared Appointments with VCB, Planner Contact Information		450	08/01/2026	08/30/2026	Connect Association: TBD – August 2026	Meeting Planner	Meeting Planner Trade Show	Connect is a hosted-buyer event that brings together the most active planners, suppliers and experts in association meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests, as well as additional factors. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		1300	1
Domestic Sales Shows	Active	Accommodations	Shared Appointments with VCB, Planner Contact Information		450	08/01/2026	08/30/2026	Connect Corporate: TBD – August 2026	Meeting Planner	Meeting Planner Trade Show	Connect is a hosted-buyer event that brings together the most active planners, suppliers and experts in corporate meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests, as well as additional factors. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2025		1300	1
Domestic Sales Shows	Active	Accommodations	Shared Sales Calls, Planner Contact Information		20	09/01/2026	09/30/2026	Tallahassee Meeting Planner Sales Calls and Client Event: Tallahassee, FL – September 2026	Meeting Planner	Meeting Planner Sales Calls & Client Event	The VCB will organize daily sales calls and one client event in the Tallahassee area. Targeted appointments will be with meeting planners in the Florida association market. The VCB will provide contact information and qualification sheets for each meeting planner from all sales appointments at the conclusion of the mission. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2026		300	2
Domestic Sales Shows	Active	Accommodations	Client Event with VCB, Planner Contact Information		20	09/01/2026	09/30/2026	Minnesota Twins Client Event: Minneapolis, MN – September 2026	Meeting Planner	Meeting Planner Client Event	The Twins meeting planner event is a great opportunity to network with Greater Minneapolis area meeting professionals in a unique, destination themed setting. Targeted clients will be with planners in the corporate, association and incentive markets. Participants will receive all planner contact information and qualification sheets. Date dependent upon the Twins home game schedule. Trade shows, client events, sales missions and sales calls are subject to change.	08/21/2026		300	2

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International Sales Shows	Active	Accommodations Attractions	Florida Huddle: Orlando, FL-- February 2026	Travel Trade	Travel Trade Appointment Show	<p>Florida Huddle is Florida's foremost travel trade event, welcoming international travel buyers and receptives to meet directly with Florida suppliers. Featuring pre-requested, pre-scheduled appointment sessions and networking opportunities, this event offers three days of Florida-focused wholesale productivity. Florida Huddle and Florida Encounter (meetings industry) will be held concurrently.</p> <p>Trade shows, client events, sales missions and sales calls are subject to change.</p>	Individual booth, appointment book, 1 appointment-taking badge, 1 non-appointment taking badge, carpet and plants for a destination themed look on the show floor.		200	02/02/2026	02/04/2026	08/21/2025		2500	4
International Sales Shows	Active	Accommodations Attractions	IPW: Fort Lauderdale, FL--May 2026	Travel Trade	Travel Trade Appointment Show	<p>IPW is the travel industry's premier international marketplace and is the largest generator of travel to the U. S. In three days of pre-scheduled business appointments, more than 1,300 U.S. travel organizations from every region of the U.S.A. conduct business negotiations that result in future travel to the United States.</p> <p>Trade shows, client events, sales missions and sales calls are subject to change.</p> <p>NOTE: Partners must purchase own booth through USTA.</p>	LVCB provides full booth furnishings, plants and design elements to each booth decorated in the destination theme. <u>NOTE: Partners must purchase own booth through USTA.</u>		6000	05/17/2026	05/21/2026	08/21/2025		1500	2

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Leisure Digital Display	Active	Accommodations Attractions	Expedia Domestic Digital: November–December 2025		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	11/01/2025	12/31/2025	09/15/2025	09/15/2025	500	5
Leisure Digital Display	Active	Accommodations Attractions	Partner Site Retargeting Digital (Annual): November 2025–September 2026 (MUST have the ability to place a flood tag on your site)		Partners have the opportunity to utilize their own website data and retarget visitors to their site across all devices and through display banners. This is a conversion tactic.	Cross-device site retargeting provides an opportunity to reach consumers who have visited your site and are interested in your brand. For example, if a consumer goes to http://partner.com , "Partner" would have the opportunity to retarget them with a VCB/co-op banner to entice them to come back to the site and convert. Direct-response messaging is extremely encouraged in this type of opportunity. Co-op partners will only be able to retarget from their own site and use their first-party data. Their data will not be shared with other co-op partners. Partners MUST have the ability to place a floodlight tag on their website.	Photo, Headline, Offer/Message and Direct Website Link	Direct-Response Messaging Highly Encouraged (MUST have ability to place flood tag on your site.)	250000	11/01/2025	09/30/2026	09/15/2025	09/15/2025	750	20
Leisure Digital Display	Active	Accommodations Attractions	Travel Intenders Programmatic Digital: November–December 2025		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	11/01/2025	12/31/2025	09/15/2025	09/15/2025	500	6
Leisure Digital Display	Active	Accommodations	Weddings Programmatic Digital: November–December 2025	Weddings	Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	11/01/2025	12/31/2025	09/15/2025	09/15/2025	375	6
Leisure Digital Display	Active	Accommodations	Spring Training Digital: November–February 2026	Spring Training Focus	Partners have the opportunity to reach baseball fans and the spring training audience. Ads will be targeted toward Boston Red Sox and Minnesota Twins MLB fans based on contextual, behavioral and past-purchase data related to baseball. This tactic will run in the Boston and Minneapolis markets only. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for Spring Training and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link		100000	12/01/2025	02/28/2026	10/01/2025	10/01/2025	475	3
Leisure Digital Display	Active	Accommodations Attractions	Expedia Domestic Digital: January–March 2026		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	500	5
Leisure Digital Display	Active	Accommodations Attractions	Travel Intenders Programmatic Digital: January–March 2026		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	500	6
Leisure Digital Display	Active	Accommodations Attractions	Tripadvisor Domestic Digital: January–March 2026		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive questing to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to the partner). This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities, and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	425	6
Leisure Digital Display	Active	Accommodations	Weddings Programmatic Digital: January–March 2026	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	375	6
Leisure Digital Display	Active	Accommodations	Weddings Programmatic Digital With 360° Video: January–March 2026	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for engaged couples to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Creative will feature 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings (Previous participation in 360° video collection efforts required.)	250000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	850	2
Leisure Digital Display	Active	Accommodations Attractions	Condé Nast Digital (Premium Publisher): January–March 2026		Partners have the opportunity to be included in Lee County's overarching campaign with Condé Nast by running targeted display banners across Condé Nast's portfolio of sites. This is an intent tactic.	Condé Nast is a premium national publisher of large, household-name magazines including Condé Nast Traveler, Bon Appétit, Vanity Fair and Wired, among others. Condé Nast will use its first-party data from all its sites to identify users most likely to travel and those who show the greatest interest in Florida. Banners will run across the full network of Condé Nast sites and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		75000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	500	2

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Leisure Digital Display	Active	Accommodations Attractions	Thrillist Digital (Premium Publisher): January–March 2026		Partners have the opportunity to be included in Lee County's overarching campaign with Vox Media by running display banners across Thrillist.com. This is an intent tactic.	Thrillist is a digital media brand focused on food, drink, travel, and entertainment, primarily targeting a millennial audience. It features city guides, restaurant and bar recommendations, travel inspiration, and lifestyle content. Known for its fun, casual tone, Thrillist aims to help readers discover the best things to eat, drink, and do locally and globally. Banners will run across Thrillist.	Photo, Headline, Offer/Message and Direct Website Link		50000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	500	3
Leisure Digital Display	Active	Accommodations Attractions	USA Today Network Digital: January–March 2026		Partners have the opportunity to run display banners across the USA Today network sites in key markets. Examples of publications include Detroit Free Press and Palm Beach Daily News. This is an intent tactic.	USA Today Network is a national and local news organization owned by Gannett, comprising USA Today and over 200 local news outlets across the U.S. It delivers news, sports, entertainment, and investigative journalism both nationally and regionally through print and digital platforms. The network aims to provide trusted, community-focused reporting while connecting local stories to broader national issues. Banners will run across USA Today Network sites in key seasonal markets and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		50000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	400	3
Leisure Digital Display	Active	Accommodations Attractions	Expedia Domestic Digital: April–June 2026		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	04/01/2026	06/30/2026	02/01/2026	02/01/2025	500	5
Leisure Digital Display	Active	Accommodations Attractions	Dotdash Meredith Digital (Premium Publisher): April–June 2026		Partners have the opportunity to be included in Lee County's overarching campaign with Dotdash Meredith by running display banners across Dotdash Meredith's portfolio of sites. This is an intent tactic.	Dotdash Meredith is a premium national publisher of large, household-name magazines, including Midwest Living, Parents, Southern Living and Travel + Leisure, which the brand runs in print. Other big names include People, Better Homes & Gardens, Real Simple, Magnolia and Martha Stewart Living, among many others. Meredith brands reach a largely female audience who are actively planning for their families. Banners will run across the full network of Dotdash Meredith sites and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		100000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	500	4
Leisure Digital Display	Active	Accommodations Attractions	Kayak Digital: April–June 2026		Partners have the opportunity to be included in Lee County's overarching campaign with Kayak by running display banners across Kayak.com. This is an intent tactic.	Kayak.com is a travel search engine that compares prices for flights, hotels, car rentals, and vacation packages across hundreds of travel sites. It doesn't sell directly but redirects users to the original provider to complete bookings. Kayak also offers tools like price alerts, flexible search options and trip management to help users find and organize the best travel deals. Banners will run across kayak.com and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		50000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	400	4
Leisure Digital Display	Active	Accommodations Attractions	Travel Intenders Programmatic Digital: April–June 2026		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	500	6
Leisure Digital Display	Active	Accommodations Attractions	Tripadvisor Domestic Digital: April–June 2026		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive questing to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to the partner). This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	425	8
Leisure Digital Display	Active	Accommodations	Weddings Programmatic Digital With 360° Video: April–June 2026	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for engaged couples to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Creative will feature 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings (Previous participation in 360° video collection efforts required.)	250000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	850	2
Leisure Digital Display	Active	Accommodations	Weddings Programmatic Digital: April–June 2026	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. Partners can purchase more than one spot. Creative will be 100% SQV for partner and the VCB. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	375	6
Leisure Digital Display	Active	Accommodations	Afar Digital (Premium Publisher): April–June 2026		Partners have the opportunity to be included in Lee County's overarching campaign with Afar by running display banners across afar.com. This is an intent tactic.	Afar inspires, guides and enables travelers to have deeper, richer and more meaningful travel experiences. Afar is one of the fastest growing travel media brands, running in both the print and digital spaces. They reach an affluent audience with an average household income of income of \$390,000 who take 13 trips annually. Sixty-seven percent of the audience has children in the household.	Photo, Logo, Headline, Offer/Message and Direct Website Link		100000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	500	3
Leisure Digital Display	Active	Accommodations Attractions	Expedia Domestic Digital: July–September 2026		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	07/01/2026	09/30/2026	05/01/2026	05/01/2026	500	5

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Digital Display	Active	Accommodations Attractions	Travel Intenders Programmatic Digital: July–September 2026		<p>Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	07/01/2026	09/30/2026	05/01/2026	05/01/2026	500	6
Leisure Digital Display	Active	Accommodations Attractions	Tripadvisor Domestic Digital: July–September 2026		<p>Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive questing to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).</p> <p>This is an intent tactic.</p>	<p>Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants activities and more. This is a high-performing tactic that aligns with consumer intent.</p>	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	07/01/2026	09/30/2026	05/01/2026	05/01/2026	425	6
Leisure Digital Display	Active	Accommodations Attractions Restaurants	Visitors – In-Market Mobile Geofencing Digital: July–September		<p>Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology. Partners are only able to promote their restaurant or attraction. No accommodation promotion.</p> <p>This is a conversion tactic.</p>	<p>Partners have an opportunity to run display banners on mobile devices that will be targeted to users who are currently in Lee County. This campaign will only message visitors to encourage them to spend in-market by utilizing geofencing technology to distinguish between residents.</p>	Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)	Offer Strongly Recommended (Offer must be valid through end date.)	100000	07/05/2026	09/30/2026	05/01/2026	05/01/2026	400	4
Leisure Digital Display	Active	Accommodations	Weddings Programmatic Digital: July–September 2026	Weddings	<p>Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.</p>	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	07/05/2026	09/30/2026	05/01/2026	05/01/2026	375	6
Leisure Digital Display	Active	Accommodations Attractions	Island Hopper Songwriter Fest Programmatic Digital: August–September 2026	Island Hopper Songwriter Fest	<p>Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning to attend the Island Hopper Songwriter Fest. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. Creative will be 100% SOV for the partner and the VCB. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the event.</p> <p>This is a conversion tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Must Submit a Deal for This Placement (Offer must be valid through end date.)	50000	08/01/2026	09/24/2026	06/01/2026	06/01/2026	400	6

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Third-Party Email	Active	Accommodations	eTarget Weddings (Email Publisher): January 2026	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		500000	01/01/2026	01/31/2026	11/01/2025	11/01/2025	425	4
Leisure Third-Party Email	Active	Accommodations	eTarget Weddings (Email Publisher): February 2026	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		500000	02/01/2026	02/28/2026	12/01/2025	12/01/2025	425	4
Leisure Third-Party Email	Active	Accommodations	eTarget Weddings (Email Publisher): March 2026	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		500000	03/01/2026	03/31/2026	01/05/2026	01/05/2026	425	4
Leisure Third-Party Email	Active	Accommodations Attractions	eTarget Leisure (Email Publisher): April 2026		Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in beach destinations and Florida travel. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		2000000	04/01/2026	04/30/2026	02/01/2026	02/01/2026	450	4
Leisure Third-Party Email	Active	Accommodations	eTarget Weddings (Email Publisher): April 2026	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		500000	04/01/2026	04/30/2026	02/01/2026	02/01/2026	425	4
Leisure Third-Party Email	Active	Accommodations Attractions	Luxury Link (Email Publisher): May 2026	Affluent Audience	Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County. This is an intent tactic.	Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link		250000	05/01/2026	05/31/2026	03/01/2026	03/01/2026	375	4
Leisure Third-Party Email	Active	Accommodations Attractions	eTarget Leisure (Email Publisher): June 2026		Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all in-state double opt-in users who are interested in local family road trips and summer vacations. This will be for in-state target markets only. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		2000000	06/01/2026	06/30/2026	04/01/2026	04/01/2026	450	4
Leisure Third-Party Email	Active	Accommodations	Luxury Link (Email Publisher): August 2026	Affluent Audience	Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County. This is an intent tactic.	Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults aged 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link		250000	08/01/2026	08/31/2026	06/01/2026	06/01/2026	375	4

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: October 2025		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	<p>1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery Will Be Selected by the VCB for Content Calendar Inclusion</p>	50000	10/01/2025	10/31/2025	09/15/2025	09/15/2025	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: October 2025		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	<p>3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	10/01/2025	10/31/2025	09/15/2025	09/15/2025	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: October 2025		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	<p>High-Quality Image, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	10/01/2025	10/31/2025	09/15/2025	09/15/2025	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: October 2025		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	<p>3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	10/01/2025	10/31/2025	09/15/2025	09/15/2025	500	1
Social Media	Active	Accommodations Attractions	Instagram Content – Collab Post: October 2025		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the partners' and the VCB's Instagram accounts.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	<p>1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.</p>	<p>Imagery Will Be Selected by the VCB</p>	125000	10/01/2025	10/31/2025	09/15/2025	09/15/2025	750	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: October 2025		<p>Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers.</p> <p>This placement will run on the VCB's page.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.</p>	<p>High-Quality Image, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	10/01/2025	10/31/2025	09/15/2025	09/15/2025	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: November 2025		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	<p>1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery Will Be Selected by the VCB for Content Calendar Inclusion</p>	50000	11/01/2025	11/30/2025	10/01/2025	10/01/2025	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: November 2025		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	<p>3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	11/01/2025	11/30/2025	10/01/2025	10/01/2025	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: November 2025		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	<p>High-Quality Image, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	11/01/2025	11/30/2025	10/01/2025	10/01/2025	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: November 2025		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	<p>3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	11/01/2025	11/30/2025	10/01/2025	10/01/2025	500	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: November 2025		<p>Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers.</p> <p>This placement will run on the VCB's page.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.</p>	<p>High-Quality Image, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	11/01/2025	11/30/2025	10/01/2025	10/01/2025	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: December 2025		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	<p>1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery Will Be Selected by the VCB for Content Calendar Inclusion</p>	50000	12/01/2025	12/31/2025	11/01/2025	11/01/2025	250	2

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: December 2025		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2025	12/31/2025	11/01/2025	11/01/2025	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: December 2025		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic.	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2025	12/31/2025	11/01/2025	11/01/2025	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: December 2025		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2025	12/31/2025	11/01/2025	11/01/2025	500	1
Social Media	Active	Accommodations Attractions	Instagram Content – Collab Post: December 2025		This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and the VCB's Instagram accounts . This is a prospecting tactic.	One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year.	1-3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	125000	12/01/2025	12/31/2025	11/01/2025	11/01/2025	750	1	
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: December 2025		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2025	12/31/2025	11/01/2025	11/01/2025	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: January 2026		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year.	1-3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	50000	01/05/2026	01/31/2026	12/01/2026	12/01/2026	250	2	
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: January 2026		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2026	01/31/2026	12/01/2026	12/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: January 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic.	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2026	01/31/2026	12/01/2025	12/01/2025	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: January 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2026	01/31/2026	12/01/2025	12/01/2025	500	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: January 2025		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels . VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2026	01/31/2026	12/01/2025	12/01/2025	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: February 2026		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year.	1-3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	50000	02/01/2026	02/28/2026	01/05/2026	01/05/2026	250	2	
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: February 2026		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2026	02/28/2026	01/05/2026	01/05/2026	500	2

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: February 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic .	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2026	02/28/2026	01/05/2026	01/05/2026	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: February 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic .	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2026	02/28/2026	01/05/2026	01/05/2026	500	1
Social Media	Active	Accommodations Attractions	Instagram Content – Collab Post: February 2026		This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and the VCB's Instagram accounts . This is a prospecting tactic .	One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year.	1-3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	02/01/2026	02/28/2026	01/05/2026	01/05/2026	750	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: February 2025		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic .	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2026	02/28/2026	01/05/2026	01/05/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: March 2026		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic .	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year.	1-3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	03/01/2026	03/31/2026	02/01/2026	02/01/2026	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: March 2026		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic .	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2026	03/31/2026	02/01/2026	02/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: March 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic .	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2026	03/31/2026	02/01/2026	02/01/2026	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: March 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic .	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2026	03/31/2026	02/01/2026	02/01/2026	500	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: March 2026		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic .	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2026	03/31/2026	02/01/2026	02/01/2026	500	2
Social Media	Active	Accommodations	Facebook and Instagram Advertising – Social Content Shoot (Hotel): April-June 2026		This new premium placement will provide partners with a minimum of 10 B-roll clips and 5 UGC style social still images. 1 custom Instagram Reel/vertical video that will be published on the VCB's page and boosted. B-roll and images will be captured using an iPhone to align with an authentic, social-first aesthetic. The content will be candid and organic, rather than staged or overly produced like a traditional photo or video shoot. The paid media placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 101,000. The paid media placement will run on the VCB's pages , using the VCB-developed Reel containing photoshoot assets. This is a conversion tactic .	A minimum of two VCB social media team members will conduct a 3-day social video content shoot including one accommodation partner and four attractions partners during the first month of the quarter. Actual dates and timing are TBD and may change due to circumstances such as weather. Partners will receive B-roll and image assets 3 weeks following the shoot. VCB will develop a finalized Reel to post on the VCB's Instagram, and the Reel will be delivered to the partner for usage in perpetuity. The partner will receive the Reel 4 weeks after the shoot and will be given one round of revisions for "brand alignment" (not a minor edit such as adjusting placement of text in layout). After the organic Reel post is live on the VCB pages, the post will be boosted with paid spend for the third month of the quarter to drive traffic to the partner website. This placement is for an accommodation partner only. Partner must have open rooms and amenities available so that the VCB team members can stay on location and capture suitable content of the property. MMGY/VCB will oversee all legal and logistical responsibilities. Placement cost breakout: Partner Cost, Shoot + Video Development: \$750 Partner Cost, Meta Paid Campaign: \$300 (campaign budget is \$600 with VCB match) Partner Cost, Total: \$1,050	Minimum of 10 social first B-roll clips and 5 social first, UGC-style images B-roll and image specifications: captured on iPhone, videos :05-:10 seconds, not edited 1 completed Reel, Post Copy and Link to Website	This placement is for an accommodation partner only. Partner must have open rooms and amenities available so that the VCB team members can stay on location and capture suitable content of the property. Reel will be developed by the VCB for the media campaign	60000	04/01/2026	06/30/2026	02/01/2026	2100	1	

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Active	Attractions	Facebook and Instagram Advertising – Social Content Shoot (Attractions): April–June 2026		<p>This new premium placement will provide partners with a minimum of 10 B-roll clips and 5 UGC style social still images. 1 custom Instagram Reel/vertical video that will be published on the VCB's page and boosted. B-roll and images will be captured using an iPhone to align with an authentic, social-first aesthetic. The content will be candid and organic, rather than staged or overly produced like a traditional photo or video shoot.</p> <p>The paid media placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 101,000. The paid media placement will run on the VCB's pages, using the VCB-developed Reel containing photoshoot assets.</p> <p>This is a conversion tactic.</p>	<p>A minimum of two VCB social media team members will conduct a 3-day social video content shoot including one accommodation partner and four attractions partners during the first month of the quarter. Actual dates and timing are TBD and may change due to circumstances such as weather. Partners will receive B-roll and image assets 3 weeks following the shoot.</p> <p>VCB will develop a finalized Reel to post on the VCB's Instagram, and the Reel will be delivered to the partner for usage in perpetuity. The partner will receive the Reel 4 weeks after the shoot and will be given one round of revisions for "brand alignment" (not a minor edit such as adjusting placement of text in layout).</p> <p>After the organic Reel post is live on the VCB pages, the post will be boosted with paid spend for the third month of the quarter to drive traffic to the partner website.</p> <p>This placement is for an attractions partner only. Partner must be open for business so that the VCB team members can capture suitable content of the location.</p> <p>MMGV/VCB will oversee all legal and logistical responsibilities.</p> <p>Placement cost breakout: Partner Cost, Shoot + Video Development: \$750 Partner Cost, Meta Paid Campaign: \$300 (campaign budget is \$600 with VCB match) Partner Cost, Total: \$1,050</p>	<p>Minimum of 10 social first B-roll clips and 5 social first, UGC-style images B-roll and image specifications: captured on iPhone, videos :05–:10 seconds, not edited</p> <p>1 completed Reel, Post Copy and Link to Website</p>	<p>This placement is for an attractions partner only. Partner must be open for business so that the VCB team members can capture suitable content of the location.</p> <p>Reel will be developed by the VCB for the media campaign</p>	60000	04/01/2026	06/30/2026	02/01/2026		2100	4
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: April 2026		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	<p>1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery Will Be Selected by the VCB for Content Calendar Inclusion</p>	50000	04/01/2026	04/30/2026	03/01/2026	03/01/2026	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: April 2026		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	<p>3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	04/01/2026	04/30/2026	03/01/2026	03/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: April 2026		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	<p>High-Quality Image, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	04/01/2026	04/30/2026	03/01/2026	03/01/2026	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: April 2026		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	<p>3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	04/01/2026	04/30/2026	03/01/2026	03/01/2026	500	1
Social Media	Active	Accommodations Attractions	Instagram Content – Collab Post: April 2026		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the partners' and the VCB's Instagram accounts.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	<p>1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.</p>	<p>Imagery Will Be Selected by the VCB</p>	125000	04/01/2026	04/30/2026	03/01/2026	03/01/2026	750	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: April 2026		<p>Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers.</p> <p>This placement will run on the VCB's page.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.</p>	<p>High-Quality Image, Ad Headline, Ad Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	04/01/2026	04/30/2026	03/01/2026	03/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: May 2026		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	<p>1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery Will Be Selected by the VCB for Content Calendar Inclusion</p>	50000	05/01/2026	05/31/2026	04/01/2026	04/01/2026	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: May 2026		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	<p>3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to Showcase High-Quality, Organic Imagery</p>	100000	05/01/2026	05/31/2026	04/01/2026	04/01/2026	500	2

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: May 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic .	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2026	05/31/2026	04/01/2026	04/01/2026	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: May 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic .	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2026	05/31/2026	04/01/2026	04/01/2026	500	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: May 2026		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic .	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2026	05/31/2026	04/01/2026	04/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: June 2026		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic .	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year.	1-3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	06/01/2026	06/30/2026	05/01/2026	05/01/2026	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: June 2026		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic .	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2026	06/30/2026	05/01/2026	05/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: June 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic .	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2026	06/30/2026	05/01/2026	05/01/2026	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: June 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic .	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2026	06/30/2026	05/01/2026	05/01/2026	500	1
Social Media	Active	Accommodations Attractions	Instagram Content – Collab Post: June 2026		This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and the VCB's Instagram accounts . This is a prospecting tactic .	One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year.	1-3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	06/01/2026	06/30/2026	05/01/2026	05/01/2026	750	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: June 2026		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic .	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2026	06/30/2026	05/01/2026	05/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: July 2026		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic .	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year.	1-3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	07/01/2026	07/31/2026	06/01/2026	06/01/2026	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: July 2026		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic .	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2026	07/31/2026	06/01/2026	06/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: July 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic .	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2026	07/31/2026	06/01/2026	06/01/2026	500	1

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: July 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2026	07/31/2026	06/01/2026	06/01/2026	500	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: July 2026		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2026	07/31/2026	06/01/2026	06/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: August 2026		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year.	1-3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	08/01/2026	08/31/2026	07/01/2026	07/01/2026	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: August 2026		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2026	08/31/2026	07/01/2026	07/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: August 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic.	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2026	08/31/2026	07/01/2026	07/01/2026	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: August 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2026	08/31/2026	07/01/2026	07/01/2026	500	1
Social Media	Active	Accommodations Attractions	Instagram Content – Collab Post: August 2026		This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and the VCB's Instagram accounts . This is a prospecting tactic.	One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year.	1-3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	08/01/2026	08/31/2026	07/01/2026	07/01/2026	750	1
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: August 2026		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2026	08/31/2026	07/01/2026	07/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook – Content Calendar Inclusion: September 2026		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year.	1-3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	09/01/2026	09/30/2026	08/01/2026	08/01/2026	250	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: September 2026		Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2026	09/30/2026	08/01/2026	08/01/2026	500	2
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: September 2026		Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic.	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2026	09/30/2026	08/01/2026	08/01/2026	500	1
Social Media	Active	Accommodations Attractions	Facebook and Instagram Advertising – Slideshow: September 2026		Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2026	09/30/2026	08/01/2026	08/01/2026	500	1

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Active	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: September 2026		Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2026	09/30/2026	08/01/2026	08/01/2026	500	2

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital With 360° Video: November–December 2025	Meetings	<p>Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida by using banner ad units that feature partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to “tour” the property.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB’s website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB’s website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for “meeting spaces in Fort Myers” in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner’s message at the most relevant time.</p> <p>Creative will feature a 360° video gathered through Lee County’s partnership with Threshold 360.</p>	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	11/01/2025	12/31/2025	09/15/2025	09/15/2025	850	2
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital: November–December 2025	Meetings	<p>Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, by using banner ad units.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB’s website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB’s website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for “meeting venues on Sanibel Island” in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner’s message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	11/01/2025	12/31/2025	09/15/2025	09/15/2025	475	5
Travel Trade Digital Display	Active	Accommodations	Travel Agent Programmatic Digital: November–December 2025	Travel Agents	<p>Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, by using banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB’s website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB’s website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting our specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for “vacation packages on Sanibel Island” in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner’s message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	11/01/2025	12/31/2025	09/15/2025	09/15/2025	475	5
Travel Trade Digital Display	Active	Accommodations	Conference Geofencing (Meetings): Annual Program	Meetings	<p>Partners have the opportunity to reach meeting planners who attend relevant industry conferences. This is an annual program that aligns with the planned conference schedule for the fiscal year (4–5 events total). Partners have the opportunity to target attendees by geofencing the conference center and reaching the captured audience after the event takes place. Final conferences and schedule to be finalized at a later date.</p> <p>This is an intent tactic.</p>	<p>Partners have an opportunity to run display banners and be a part of custom creative on mobile devices that will be targeted to users who attended specific conference events by utilizing geofencing technology.</p>	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	11/01/2025	09/30/2026	09/15/2025	09/15/2025	475	5
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital With 360° Video: January–March 2026	Meetings	<p>Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida by using banner ad units that feature partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to “tour” the property.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB’s website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB’s website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for “meeting spaces in Fort Myers” in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner’s message at the most relevant time.</p> <p>Creative will feature a 360° video gathered through Lee County’s partnership with Threshold 360.</p>	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	01/17/2026	03/30/2026	11/01/2025	11/01/2025	850	2
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital: January–March 2026	Meetings	<p>Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, by using banner ad units.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB’s website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB’s website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for “meeting venues on Sanibel Island” in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner’s message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	01/17/2026	03/30/2026	11/01/2025	11/01/2025	475	5

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Digital Display	Active	Accommodations	Travel Agent Programmatic Digital: January–March 2026	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, by using banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	01/17/2026	03/30/2026	11/01/2025	11/01/2025	475	5
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital With 360° Video: April–June 2026	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida by using banner ad units that feature partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	850	2
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital: April–June 2026	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, by using banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	475	5
Travel Trade Digital Display	Active	Accommodations	Travel Agent Programmatic Digital: April–June 2026	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, by using banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	475	5
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital With 360° Video: July–September 2026	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida by using banner ad units that feature partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	07/05/2026	09/30/2026	05/01/2026	05/01/2026	850	2
Travel Trade Digital Display	Active	Accommodations	Meeting Planner Programmatic Digital: July–September 2026	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, by using banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	07/05/2026	09/30/2026	05/01/2026	05/01/2026	475	5

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Digital Display	Active	Accommodations	Travel Agent Programmatic Digital: July-September 2026	Travel Agents	<p>Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, by using banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data-management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	07/05/2026	09/30/2026	05/01/2026	05/01/2026	475	5

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Print	Active	Accommodations	Travel Weekly (Travel Agents): November 2025	Travel Agents	Partners may participate in a full-page display ad targeting travel agents. This is a prospecting tactic.	Travel Weekly is the leading national travel-trade newspaper, providing news and information regarding travel trends and destinations that are relevant to travel professionals. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	60000	11/01/2025	11/30/2025	09/15/2025	09/15/2025	330	3
Travel Trade Print	Active	Accommodations	Florida Trend (Meetings): November 2025	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Florida Trend is a monthly magazine covering Florida business, industry, education, and leisure. Florida Trend is read by business executives, government officials and civic leaders. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	50000	11/01/2025	11/30/2025	09/15/2025	09/15/2025	270	3
Travel Trade Print	Active	Accommodations	FSAE SOURCE (Meetings): January/February 2026	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs and their association members represent millions of dollars in sales opportunities. SOURCE is a top resource of information on Florida association business management and resources. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	1000	01/05/2026	02/28/2026	10/01/2025	10/01/2025	215	3
Travel Trade Print	Active	Accommodations	Prevue Meetings + Incentives (Meetings): January/February 2026	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Prevue Meetings + Incentives is a multiplatform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership. Partners have the opportunity to be featured in the January/February Visit Florida issue.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	130000	01/05/2026	02/28/2026	10/01/2025	10/01/2025	215	3
Travel Trade Print	Active	Accommodations	Recommend (Travel Agents): March 2026	Travel Agents	Partners may participate in a full-page display ad targeting travel agents. This is a prospecting tactic.	Recommend has been helping travel advisors sell travel by providing them with in-depth destination and product information. Its editors travel the globe previewing, reviewing and crafting experiential articles that make for some of the most informative and engrossing destination content available today. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	140000	03/01/2026	03/31/2026	12/01/2025	12/01/2025	230	3
Travel Trade Print	Active	Accommodations	Association Conventions & Facilities (Meetings): May 2026	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Association Conventions & Facilities targets association and convention planners through national, state, professional, and SMERF associations. Subscribers are members of ASAE, PCMA and MPI. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	20500	05/01/2026	05/31/2026	02/01/2026	02/01/2026	230	3
Travel Trade Print	Active	Accommodations	Corporate & Incentive Travel (Meetings): June 2026	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Corporate & Incentive Travel reaches over 40,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA, and PCMA. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	40000	06/01/2026	06/30/2026	03/01/2026	03/01/2026	230	3
Travel Trade Print	Active	Accommodations	FSAE SOURCE (Meetings): July/August 2026	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs and their association members represent millions of dollars in sales opportunities. SOURCE is a top resource of information on Florida association business management and resources. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	1000	07/01/2026	08/31/2026	04/01/2026	04/01/2026	215	3
Travel Trade Print	Active	Accommodations	Recommend (Travel Agents): September 2026	Travel Agents	Partners may participate in a full-page display ad targeting travel agents. This is a prospecting tactic.	Recommend has been helping travel advisors sell travel by providing them with in-depth destination and product information. Its editors travel the globe previewing, reviewing and crafting experiential articles that make for some of the most informative and engrossing destination content available today. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	140000	09/01/2026	09/30/2026	06/01/2026	06/01/2026	230	3

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Active	Accommodations	Association Conventions & Facilities Email (Meetings): November 2025	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Association Conventions & Facilities' audience of association planners. This is an intent tactic.	Association Conventions & Facilities targets association and conventions planners through national, state, professional, and SMERF associations. Subscribers are members of ASAE, PCMA and MPI.	Photo, Headline/Offer, Description and Direct Website Link		16000	11/01/2025	11/30/2025	09/15/2025	09/15/2025	300	4
Travel Trade Third-Party Email	Active	Accommodations	Corporate & Incentive Travel Email (Meetings): November 2025	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Corporate & Incentive Travel's audience of corporate and incentive planners. This is an intent tactic.	Corporate & Incentive Travel reaches over 19,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA, and PCMA.	Photo, Headline/Offer, Description and Direct Website Link		19000	11/01/2025	11/30/2025	09/15/2025	09/15/2025	300	4
Travel Trade Third-Party Email	Active	Accommodations	Recommend Email (Travel Agents): December 2025	Travel Agents	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours, and events. This is an intent tactic.	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours, and events.	Photo, Headline/Offer, Description and Direct Website Link		30000	12/01/2025	12/31/2025	10/01/2025	10/01/2025	300	3
Travel Trade Third-Party Email	Active	Accommodations	Insider Travel Report Email (Travel Agents): December 2025	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is an intent tactic.	Insider Travel Report delivers daily curated content to advisors based on its in-depth profile, which reaches 75% of U.S. and Canadian travel advisors.	Photo, Headline/Offer, Description and Direct Website Link		17000	12/01/2025	12/31/2025	10/15/2025	10/15/2025	300	4
Travel Trade Third-Party Email	Active	Accommodations	Travel Weekly Email (Travel Agents): January 2026	Travel Agents	Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals. This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48000	01/05/2026	01/31/2026	11/01/2025	11/01/2025	250	4
Travel Trade Third-Party Email	Active	Accommodations	Prevue Meetings + Incentives Email (Meetings): January 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Prevue's audience of association, corporate and incentive planners. This is an intent tactic.	Prevue Meetings + Incentives is a multiplatform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership. Partners have the opportunity to be featured in the dedicated email reaching this audience within the Visit Florida package. This package also comes with a reblast sent out to initial openers.	Photo, Headline/Offer, Description and Direct Website Link		5000	01/05/2026	01/31/2026	11/01/2025	11/01/2025	300	4
Travel Trade Third-Party Email	Active	Accommodations	FSAE Dedicated Email (Meetings): February 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida. This is an intent tactic.	FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs, and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		1000	02/01/2026	02/28/2026	12/01/2025	12/31/2025	275	4
Travel Trade Third-Party Email	Active	Accommodations	Association Conventions & Facilities Email (Meetings): February 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Association Conventions & Facilities' audience of association planners. This is an intent tactic.	Association Conventions & Facilities targets association and conventions planners through national, state, professional, and SMERF associations. Subscribers are members of ASAE, PCMA and MPI.	Photo, Headline/Offer, Description and Direct Website Link		16000	02/01/2026	02/28/2026	12/01/2025	12/31/2025	300	4
Travel Trade Third-Party Email	Active	Accommodations	Corporate & Incentive Travel Email (Meetings): February 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Corporate & Incentive Travel's audience of corporate and incentive planners. This is an intent tactic.	Corporate & Incentive Travel reaches over 19,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA, and PCMA.	Photo, Headline/Offer, Description and Direct Website Link		19000	02/01/2026	02/28/2026	12/01/2025	12/31/2025	300	4
Travel Trade Third-Party Email	Active	Accommodations	Prevue Meetings + Incentives Email (Meetings): March 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Prevue's audience of association, corporate and incentive planners. This is an intent tactic.	Prevue Meetings + Incentives is a multiplatform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership. Partners have the opportunity to be featured in the dedicated email reaching this audience within the Visit Florida package. This package also comes with a reblast sent out to initial openers.	Photo, Headline/Offer, Description and Direct Website Link		5000	03/01/2026	03/31/2026	01/05/2026	01/05/2026	300	4
Travel Trade Third-Party Email	Active	Accommodations	Recommend Email (Travel Agents): March 2026	Travel Agents	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. This is an intent tactic.	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours, and events.	Photo, Headline/Offer, Description and Direct Website Link		30000	03/01/2026	03/31/2026	01/05/2026	01/05/2026	300	3
Travel Trade Third-Party Email	Active	Accommodations	EproDirect Email (Meetings): April 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida. This is an intent tactic.	EproDirect is a hospitality marketing company that reaches meeting and event planning professionals. They specialize in email marketing and verify their lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link		22500	04/01/2026	04/30/2026	02/01/2026	02/01/2026	300	4

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Active	Accommodations	Travel Market Report Email (Travel Agents): April 2026	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel agents across Travel Market Report's audience. This is an intent tactic.	Travel Market Report is an online business publication that serves as an independent forum and voice for retail travel sellers in North America. Travel Market Report provides in-depth coverage and analysis of news and trends affecting leisure and corporate travel agents, along with practical business advice and insights into key growth markets. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		160000	04/01/2026	04/30/2026	02/01/2026	02/01/2026	350	4
Travel Trade Third-Party Email	Active	Accommodations	Travel Weekly Email (Travel Agents): May 2026	Travel Agents	Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals. This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48000	05/01/2026	05/31/2026	03/01/2026	03/01/2026	250	4
Travel Trade Third-Party Email	Active	Accommodations	Recommend Email (Travel Agents): May 2026	Travel Agents	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. This is an intent tactic.	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours, and events.	Photo, Headline/Offer, Description and Direct Website Link		30000	05/01/2026	05/31/2026	03/01/2026	03/01/2026	300	3
Travel Trade Third-Party Email	Active	Accommodations	Insider Travel Report Email (Travel Agents): July 2026	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is an intent tactic.	Insider Travel Report delivers daily curated content to advisors based on its in-depth profile, which reaches 75% of U.S. and Canadian travel advisors.	Photo, Headline/Offer, Description and Direct Website Link		17000	07/01/2026	07/31/2026	05/01/2026	05/01/2026	300	4
Travel Trade Third-Party Email	Active	Accommodations	EproDirect Email (Meetings): August 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida. This is an intent tactic.	EproDirect is a hospitality marketing company that reaches meeting and event planning professionals. They specialize in email marketing and verify their lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link		22500	08/01/2026	08/31/2026	06/01/2026	06/01/2026	300	4
Travel Trade Third-Party Email	Active	Accommodations	FSAE Dedicated Email (Meetings): August 2026	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida. This is an intent tactic.	FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs, and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		1000	08/01/2026	08/31/2026	06/01/2026	06/01/2026	275	4

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Vacation Rentals Digital Display (Domestic and International)	Active	Vacation Rentals Accommodations	Canada Vacation Rental Vrbo Digital: November 2025–January 2026		Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic.	Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	11/01/2025	01/31/2026	09/15/2025	09/15/2025	450	4
Vacation Rentals Digital Display (Domestic and International)	Active	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: November 2025–January 2026		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic as well as site and search retargeting. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	11/01/2025	01/31/2026	09/15/2025	09/15/2025	500	6
Vacation Rentals Digital Display (Domestic and International)	Active	Vacation Rentals Accommodations	Domestic Vacation Rental Vrbo Digital: January–March 2026		Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic.	Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	40000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	500	4
Vacation Rentals Digital Display (Domestic and International)	Active	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: January–March 2026		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic as well as site and search retargeting. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	01/17/2026	03/31/2026	11/01/2025	11/01/2025	500	6
Vacation Rentals Digital Display (Domestic and International)	Active	Vacation Rentals Accommodations	Domestic Vacation Rental Vrbo Digital: April–June 2026		Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic.	Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	40000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	500	4
Vacation Rentals Digital Display (Domestic and International)	Active	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: April–June 2026		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic as well as site and search retargeting. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	500	6
Vacation Rentals Digital Display (Domestic and International)	Active	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: July–September 2026		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic as well as site and search retargeting. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	07/05/2026	09/30/2026	05/01/2026	05/01/2026	500	6

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VCB Email	Active	Accommodations Attractions	eNewsletter: October 2025	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	10/01/2025	10/31/2025	09/15/2025	09/15/2025	750	4
VCB Email	Active	Accommodations Attractions	Partner Dedicated Email: October–December 2025	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	10/01/2025	12/31/2025	09/15/2025	09/15/2025	750	3
VCB Email	Active	Accommodations Attractions	Welcome Email – Leisure: October–December 2025	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	10/01/2025	12/31/2025	09/15/2025	09/15/2025	520	4
VCB Email	Active	Accommodations Attractions	Welcome Email – Partner Focused: October–December 2025	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	10/01/2025	12/31/2025	09/15/2025	09/15/2025	125	4
VCB Email	Active	Accommodations	Welcome Email – Weddings: October–December 2025	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20	10/01/2025	12/31/2025	09/15/2025	09/15/2025	75	4
VCB Email	Active	Accommodations Attractions	eNewsletter: November 2025	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	11/01/2025	11/30/2025	09/15/2025	09/15/2025	750	4
VCB Email	Active	Accommodations Attractions	eNewsletter: December 2025	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	12/01/2025	12/31/2025	10/01/2025	10/01/2025	750	4
VCB Email	Active	Accommodations Attractions	eNewsletter: January 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	01/05/2026	01/31/2026	11/01/2025	11/01/2025	750	4

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VCB Email	Active	Accommodations Attractions	Partner Dedicated Email: January–March 2026	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	01/05/2026	03/31/2026	11/01/2025	11/01/2025	750	3
VCB Email	Active	Accommodations Attractions	Welcome Email – Leisure: January–March 2026	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	1/05/2026	3/31/2026	11/01/2025	11/01/2025	520	4
VCB Email	Active	Accommodations Attractions	Welcome Email – Partner Focused: January–March 2026	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	01/05/2026	03/31/2026	11/01/2025	11/01/2025	125	4
VCB Email	Active	Accommodations	Welcome Email – Weddings: January–March 2026	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20	01/05/2026	03/31/2026	11/01/2025	11/01/2025	75	4
VCB Email	Active	Accommodations Attractions	eNewsletter: February 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	02/01/2026	2/28/2026	12/01/2025	12/01/2025	750	4
VCB Email	Active	Accommodations Attractions	eNewsletter: March 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	03/01/2026	03/31/2026	01/05/2026	01/05/2026	750	4
VCB Email	Active	Accommodations Attractions	eNewsletter: April 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	04/01/2026	04/30/2026	02/01/2026	02/01/2026	750	4
VCB Email	Active	Accommodations Attractions	Florida Residents eNewsletter: April 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	04/01/2026	4/30/2026	02/01/2026	02/01/2026	500	2
VCB Email	Active	Accommodations Attractions	Partner Dedicated Email: April–June 2026	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	04/01/2026	06/30/2026	02/01/2026	02/01/2026	750	3

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VCB Email	Active	Accommodations Attractions	Welcome Email – Leisure: April–June 2026	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	4/1/2026	06/30/2026	02/01/2026	02/01/2026	520	4
VCB Email	Active	Accommodations Attractions	Welcome Email – Partner Focused: April–June 2026	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	04/01/2026	6/30/2026	02/01/2026	02/01/2026	125	4
VCB Email	Active	Accommodations	Welcome Email – Weddings: April–June 2026	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20	04/01/2026	6/30/2026	02/01/2026	02/01/2026	75	4
VCB Email	Active	Accommodations Attractions	eNewsletter: May 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	5/1/2026	05/31/2026	03/01/2026	03/01/2026	750	4
VCB Email	Active	Accommodations Attractions	Florida Residents eNewsletter: May 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	05/01/2026	05/31/2026	03/01/2026	03/01/2026	500	2
VCB Email	Active	Accommodations Attractions	eNewsletter: June 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	06/01/2026	06/30/2026	04/01/2026	04/01/2026	750	4
VCB Email	Active	Accommodations Attractions	Florida Residents eNewsletter: June 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	06/01/2026	6/30/2026	04/01/2026	04/01/2026	500	2
VCB Email	Active	Accommodations Attractions	eNewsletter: July 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	7/1/2026	07/31/2026	05/02/2026	05/02/2026	750	4

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Active	Accommodations Attractions	Florida Residents eNewsletter: July 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	7/1/2026	7/31/2026	05/02/2026	05/02/2026	500	2
VCB Email	Active	Accommodations Attractions	Partner Dedicated Email: July–September 2026	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	07/01/2026	09/30/2026	05/01/2026	05/01/2026	750	3
VCB Email	Active	Accommodations Attractions	Welcome Email – Leisure: July–September 2026	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	07/01/2026	09/30/2026	05/02/2026	05/02/2026	520	4
VCB Email	Active	Accommodations Attractions	Welcome Email – Partner Focused: July–September 2026	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	5000	07/01/2026	9/30/2026	05/01/2026	05/01/2026	125	4
VCB Email	Active	Accommodations	Welcome Email – Weddings: July–September 2026	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20	7/1/2026	09/30/2026	05/01/2026	05/01/2026	75	4
VCB Email	Active	Accommodations Attractions	eNewsletter: August 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	8/1/2026	08/31/2026	06/01/2026	06/01/2026	750	4
VCB Email	Active	Accommodations Attractions	Florida Residents eNewsletter: August 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	08/01/2026	8/31/2026	06/01/2026	06/01/2026	500	2
VCB Email	Active	Accommodations Attractions	eNewsletter: September 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	09/01/2026	09/30/2026	07/01/2026	07/01/2026	750	4
VCB Email	Active	Accommodations Attractions	Florida Residents eNewsletter: September 2026	Seasonal Content	Provides partners with the ability to showcase their business in the monthly newsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly newsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	09/01/2026	09/30/2026	07/01/2026	07/01/2026	500	2

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VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Sanibel Island 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Sanibel Island. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Sanibel Island and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Sanibel.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/1/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Captiva Island 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Captiva Island. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Captiva Island and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Captiva.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Matlacha and Pine Island 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Matlacha and Pine Island. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Matlacha and Pine Island and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Matlacha or Pine Island.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Fort Myers 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Fort Myers. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Fort Myers and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Fort Myers.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: North Fort Myers 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to North Fort Myers. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for North Fort Myers and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in North Fort Myers.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Fort Myers Beach 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Fort Myers Beach. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Fort Myers Beach and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located on Fort Myers Beach.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Cape Coral 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Cape Coral. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Cape Coral and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Cape Coral.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Alva/Buckingham 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Alva/Buckingham. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Alva/Buckingham and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Alva or Buckingham.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Boca Grande and Outer Islands 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Boca Grande and Outer Islands. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Boca Grande and Outer Islands and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Boca Grande and Outer Islands.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4
VCB Email	Active	Accommodations Attractions	Neighborhoods Email Series: Bonita Springs and Estero 25-26	Seasonal Content	Partners will have the option to showcase within an email specific to Bonita Springs and Estero. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Bonita Springs and Estero and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Bonita Springs or Estero.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150000	10/01/2025	09/30/2026	08/22/2025	08/25/2025	350	4

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VCB Website	Active	Accommodations Restaurants	Featured Restaurant: July–September 2026		Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal.	2000	07/01/2026	09/30/2026	06/01/2026	07/01/2026	100	25
VCB Website	Active	Accommodations Restaurants	Featured Restaurant: October–December 2025		Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal.	2000	10/01/2025	12/31/2025	09/15/2025	10/01/2025	100	25
VCB Website	Active	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): April–June 2026		<u>Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.</u>	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal via VCB Industry Portal.	15000	04/01/2026	06/30/2026	03/01/2026	03/25/2026	300	5
VCB Website	Active	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): January–March 2026		<u>Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.</u>	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal via VCB Industry Portal.	15000	01/05/2026	03/31/2026	12/01/2025	12/29/2025	300	5
VCB Website	Active	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): July–September 2026		<u>Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.</u>	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	15000	07/01/2026	09/30/2026	06/01/2026	06/24/2026	300	5
VCB Website	Active	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): October–December 2025		<u>Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.</u>	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	15000	10/01/2025	12/31/2025	09/15/2025	09/24/2025	300	5
VCB Website	Active	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): October–December 2025		<u>Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com. Partner content is also displayed on neighborhood overview pages that they are a part of and on applicable islands and beaches overview pages.</u>	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	5000	10/01/2025	12/31/2025	09/15/2025	09/24/2025	200	5
VCB Website	Active	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): April–June 2026		<u>Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com.</u>	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	5000	04/01/2026	06/30/2026	03/01/2026	03/25/2026	200	5
VCB Website	Active	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): January–March 2026		<u>Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com.</u>	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	5000	01/05/2026	03/31/2026	12/01/2025	12/29/2025	200	5
VCB Website	Active	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): July–September 2026		<u>Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com.</u>	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	5000	07/01/2026	09/30/2026	06/01/2026	06/24/2026	200	5

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VCB Website	Active	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): October–December 2025		Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com. Partner content is also displayed on neighborhood overview pages that they are a part of and applicable stands and beaches overview pages.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	4000	10/01/2025	12/31/2025	09/15/2025	09/24/2025	200	5
VCB Website	Active	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): April–June 2026		Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	4000	04/01/2026	06/30/2026	03/01/2026	03/25/2026	200	5
VCB Website	Active	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): January–March 2026		Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	4000	01/05/2026	03/31/2026	12/01/2025	12/29/2025	200	5
VCB Website	Active	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): July–September 2026		Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST submit a deal to VCB Industry Portal.	4000	07/01/2026	09/30/2026	06/01/2026	06/24/2026	200	5
VCB Website	Active	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): October–December 2025	Weddings	Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST submit a listing in VCB Industry Portal.	1000	10/01/2025	12/31/2025	09/15/2025	09/24/2025	200	4
VCB Website	Active	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): January–March 2026	Weddings	Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST submit a listing in VCB Industry Portal.	1000	01/05/2026	03/31/2026	12/01/2025	12/29/2025	200	4
VCB Website	Active	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): April–June 2026	Weddings	Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST submit a listing in VCB Industry Portal.	1000	04/01/2026	06/30/2026	03/01/2026	03/25/2026	200	4
VCB Website	Active	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): July–September 2026	Weddings	Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST submit a listing in VCB Industry Portal.	1000	07/01/2026	09/30/2026	06/01/2026	06/24/2026	200	4
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: November 2025		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<p>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</p>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	11/01/2025	11/30/2025	11/01/2025		500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: December 2025		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<p>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</p>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	12/01/2025	12/31/2025	11/01/2025	12/01/2025	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: January 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<p>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</p>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	01/05/2026	01/31/2026	12/01/2025	01/05/2026	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: February 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<p>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</p>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	02/01/2026	02/28/2026	01/05/2026	02/01/2026	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: March 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<p>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</p>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	03/01/2026	03/31/2026	02/01/2026	03/01/2026	500	1

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: April 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams .	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	04/01/2026	04/30/2026	03/01/2026	04/01/2026	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: May 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams .	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	05/01/2026	05/31/2026	04/01/2026	05/01/2026	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: June 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams .	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	06/01/2026	06/30/2026	05/01/2026	06/01/2026	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: July 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams .	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	07/01/2026	07/31/2026	06/01/2026	07/01/2026	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: August 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams .	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	08/01/2026	08/31/2026	07/01/2026	08/01/2026	500	1
VCB Website	Active	Accommodations Attractions	Webcam Video Pre-Roll: September 2026		Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams .	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	09/01/2026	09/30/2026	08/01/2026	09/01/2026	500	1

Program Group	Program Status	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Audio	Active	Accommodations Attractions	Island Hopper Songwriter Fest iHeart Streaming Audio: August–September 2026	Island Hopper Songwriter Fest	<p>Partners have the opportunity to be included in Lee County's overarching Island Hopper campaign with iHeartMedia. Partners can increase overall reach and target consumers who are listening to country music on iHeartRadio with audio spots. Audio spots can be tailored to each partner. This tactic will run within our in-state markets.</p> <p>This is an awareness tactic.</p>	<p>iHeart is a major American media company known for owning hundreds of radio stations and producing large-scale music events and podcasts. Its streaming platform, iHeartRadio, offers live radio, curated music playlists and thousands of podcasts for free across web and mobile devices. iHeart is also one of the world's leading podcast publishers and a key player in digital audio advertising.</p>	Audio: Partner Deal and URL Incorporated Into VCB Audio Spot		100000	08/06/2026	09/29/2026	06/01/2026	06/01/2026	750	3