



THE 2026 EXPERIENCE COLUMBUS CO-OP PROGRAM

September 16, 2025

AGENDA

- Co-op Advertising Program Overview
- Co-op Program Offerings
- Co-Op Benefits
- Key Dates and Timelines
- Questions



THE EXPERIENCE COLUMBUS CO-OP TEAM

yes,
COLUMBUS



Sarah Townes

Chief Marketing & Innovation Officer



Olivia Karp

Senior Partnerships Manager



Abby Anderson

Senior Partnerships Manager



D'Shaquille Edge

Partnerships Coordinator



Ashley Darr

Senior Director Integrated Marketing



Meg Berno

Director, Content Strategy



Audrey Hall

Senior Creative Services Manager



David Cath

Director, CRM and Digital Marketing

Program Overview

- **Experience Columbus** is launching a co-op program to help support community partners! This new opportunity is available to any Columbus business or attraction that supports and believes in the impact of tourism!
- The Experience Columbus co-op program:
 - Provides local businesses marketing support for strategic advertising that aligns with Experience Columbus' target audiences and markets
 - Will launch in February 2026 with a **financial match by Experience Columbus**
 - Has the ability for partners to benefit and collaborate on Experience Columbus' key yearly campaigns: **Spring Break**, **Summer** and **Holiday**
 - Includes many investment levels but limited to 16x partners in year one

2026 Paid Media Timeline

Experience Columbus paid media campaigns are executed during these windows. Partners will be able to run co-branded campaigns during these windows across various channels and tactics:





MARKETING PERSONAS

Step 1: Choose your market from the pre-determined Experience Columbus audience personas

1-RESIDENTS

COLUMBUS LOCALS + VISITING FAMILY/FRIENDS

Demographics

Ages 25-64

Values & Motivators

- Community Engagement: enjoy participation in local events, initiatives, and organizations
- Diversity and Inclusion: supportive of experiences that promote equality and respect for all individuals
- Arts, Culture, and Entertainment: seek opportunities to engage with vibrant art scene
- Health and Wellness: interested in recreational activities, green spaces and healthy food options



2-EVENT GOERS

AFFLUENT PLEASURE-SEEKERS WHO PLAN AHEAD

Demographics

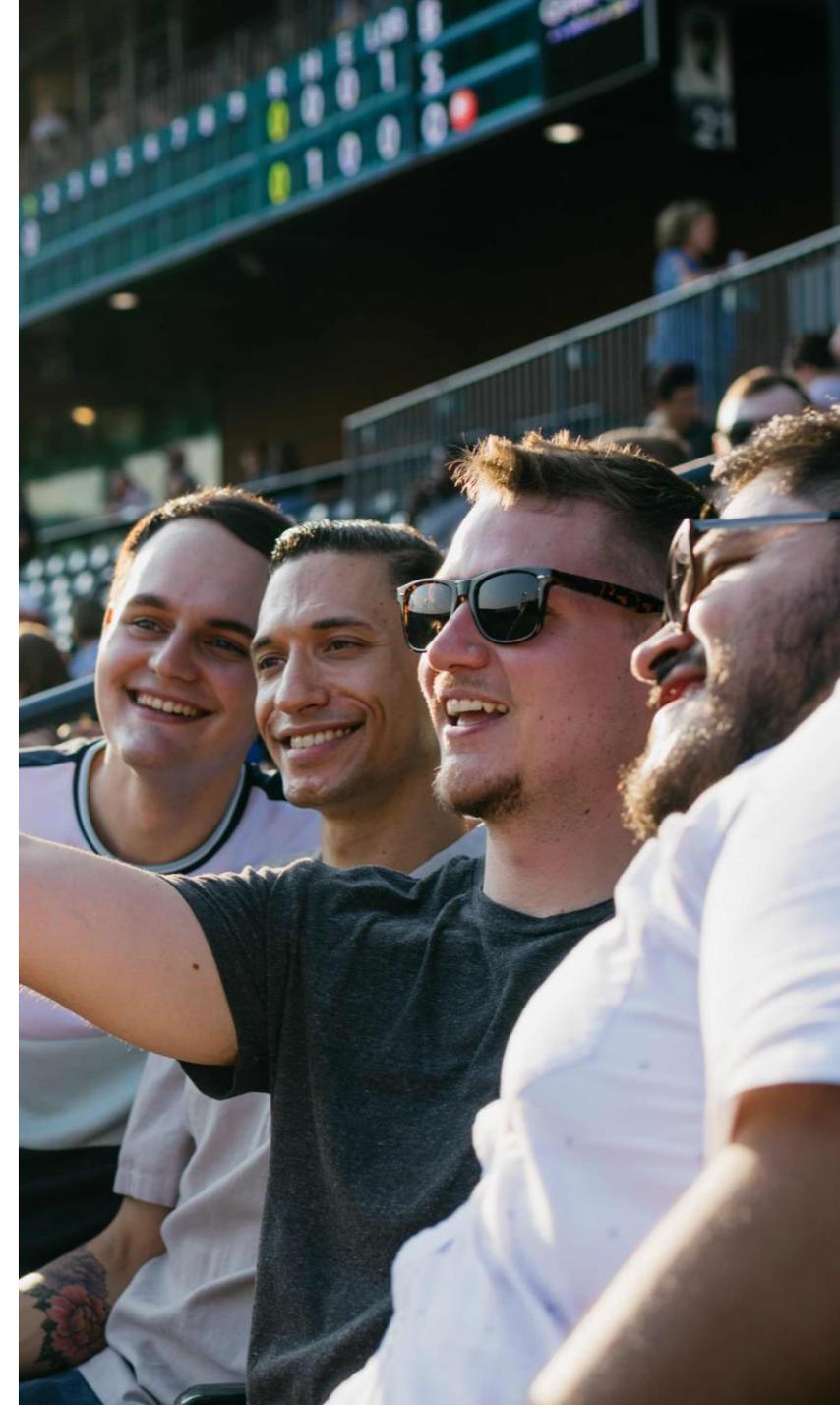
- Ages 25-64
- 50/50 gender split
- Higher-income (\$100K+)
- Likely married (61%)

Values & Motivators

- Excitement: Crave new experiences, open to change
- Enjoyment: Prioritize fun and good times in decision-making

Travel Behaviors

- Take recommendations from friends & family (136/67%)
- Likely to travel for 1 week or more (241/43%)
- Hotel location is critical (242/41%)
- Want relaxation (200/50%)
- Careful planners (176/42%)
- Typically plan for a trip within 1-3 months (171/36%)



3-DRIVABLE

SENSIBLE LOCAL EXPLORERS

Demographics

- Ages 18-64
- Even gender split
- Wide range of incomes
- Married; mix of parents & child-free

Values & Motivators

- Excitement: Want adventure and novelty
- Acceptance: Believe in respecting people as individuals

Travel Behaviors

- Want good value for the money (259/48%)
- Choose a hotel based on free perks (232/63%)
- Expect dependability from travel providers (203/70%)
- Travel to spend time with family (150/52%)
- Choose a destination based on recommendations (123/57%)
- Typically plan for a trip within 1-3 months (149/32%)



4-GIRL'S WEEKENDER

WOMEN LOOKING TO RECONNECT AND EXPLORE

Demographics

- Ages 18-45
- A split of single and married
- Child-free or have young kids at home
- Income 75K+

Values & Motivators

- Excitement, Novelty & Pleasure
- Crave new experiences and having fun.
- Open to change. All about living life to the fullest.

Travel Behaviors

- Set and stay within a budget (199/59%)
- Prefer to visit new destinations (196/56%)
- Looking for a new experience (231/59%)
- Seek accommodations that are good value (200/37%)
- Typically plan for a trip within 1-3 months (161/34%)





PROGRAM OFFERINGS

Step 2- Choose your Package

Program Offerings | \$20,000 Marketing Investment

With your partner investment of \$20,000 into the program **Experience Columbus will match** your campaign dollar for dollar! This campaign includes paid social, display, blog content, organic social and **is limited to 5x partners.**

Partner Investment Asset Overview: \$20,000

- \$10,000 paid social flight
- \$5,000 digital display
- 1x blog article with social promotion
- 1-week homepage takeover on experiencecolumbus.com

With EC Investment Asset Overview: \$40,000

- \$20,000 paid social flight
- \$10,000 digital display
- 2x blog article with social promotion
- 1x week homepage takeover on experiencecolumbus.com

Program Offerings | \$15,000 Marketing Investment

With your partner investment of \$15,000 into the program **Experience Columbus will match** your campaign dollar for dollar! This campaign includes paid social, blog content and organic social and **is limited to 3x partners.**

Partner Investment Asset Overview: \$15,000

- \$7,500 paid social flight
- \$5,000 digital display flight
- 1x blog article with social promotion

With EC Investment Asset Overview: \$30,000

- \$15,000 paid social flight
- \$10,000 digital display flight
- 2x blog article with social promotion

Program Offerings | \$10,000 Marketing Investment

With your partner investment of \$10,000 into the program **Experience Columbus will match** your campaign dollar for dollar! This campaign includes paid social and blog content and **is limited to 3x partners.**

Partner Investment Asset Overview: \$10,000

- \$7,000 paid social flight
- 1x blog article with social promotion

With EC Investment Asset Overview: \$20,000

- \$14,000 paid social flight
- 2x blog article with social promotion

Program Offerings | \$5,000 Marketing Investment

With your partner investment of \$5,000 into the program **Experience Columbus will match** your campaign dollar for dollar! This campaign includes paid social and **is limited to 5x partners.**

Partner Investment Asset Overview: \$5,000

- \$5,000 paid social flight

With EC Investment Asset Overview: \$10,000

- \$10,000 paid social flight



ADDITIONAL COLLABORATIONS

Influencer Collaboration

- With your partner investment of \$1,500 into the program **Experience Columbus will match** your campaign dollar for dollar! This buy is limited to 5x partners.
- Experience Columbus will hire a **local influencer** to create content about your business. This content will be shared with their audience. Content approvals will be the dual responsibility of Experience Columbus and the partner.
- **Deliverables:**
 - Instagram OR TikTok Video
 - Instagram Story Set (4-6 slides)



Website: (Partnership with DTN)



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Visit Our Neighborhood Tavern

Voted #1 best neighborhood bar in UA/Grandview in the ColumBEST awards! Find American eats and craft brews at Grandview Cafe.

[Learn More](#)

Blurb links to partner website.

Experience Columbus will connect you with our partners at Simpleview/DTN

Streaming and Podcast Network: iHeart Media

Experience Columbus has partnered with iHeart Radio to offer packages to partners for audio brand creative delivered across iHeart's streaming platforms: iHeartRadio and the iHeart Audience Network. These packages represent a 15% discount for purchasing through Experience Columbus.

Product	Cost	Audience	GEO	Impressions
Investment Level - \$3,000				
Podcast	\$3,000	Custom	DMA or Zip Codes	176,471
Streaming	\$3,000	Custom	DMA or Zip Codes	250,000
Data Informed Broadcast	\$3,000	Custom	DMA	272,727
Investment Level - \$4,000				
Podcast	\$4,000	Custom	DMA or Zip Codes	235,294
Streaming	\$4,000	Custom	DMA or Zip Codes	333,333
Data Informed Broadcast	\$4,000	Custom	DMA	363,636

:30 ad unit; iHeart to produce audio creative



AD EXAMPLES

Ad Examples | Content

Blog article

[← Back](#)

Build the Perfect Bite: What to Order at Brassica in Columbus

By Experience Columbus Staff on Sep 25, 2024

What are you having? Brassica first opened in 2015 with an ethos of honoring traditional Mediterranean flavors and a commitment to organic and sustainable practices. Since then, it has grown to six locations across two cities, all while building a **viral**, national fan base.

One of the best things about Brassica is the “build-your-own” approach to each order, giving guests the freedom to pick their favorite ingredients inside, or on top of either pita, salad or hummus.

Like most fast-casual restaurants Brassica foodies develop their go-to order, but what if you’ve never been there before? We took the guesswork out of it for you by outlining the perfect combinations of ingredients depending on what mood you’re in.

Here are our recommendations for the perfect combination, no matter what you’re craving at Brassica in Columbus.

Disclaimer: This article is sponsored by Brassica and written by Experience Columbus staff. All photos are courtesy of Brassica.



Social promotion

experiencecolumbus and eastmarket_cbus
East Market



View insights [Boost post](#)

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Ad Examples | Paid Social



ohiotheheartofitall and experiencecolumbus
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Get **Goosebumps** in Columbus

Ready for thrills, chills and unexpected delights? Columbus is the Halloween Headquarters of the Midwest — and the hometown of "Goosebumps" author R.L. Stine.

EXPERIENCE COLUMBUS

Plan your haunted (or not-so-haunted) adventure at ExperienceColumbus.com/Halloween

Learn more >

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ohiotheheartofitall With ghost hunts, pumpkin picking & spooky pop-ups all over town, it's no wonder Columbus was named one of AFAR's top places to go in 2025. 🌟 👻

Home Search Add Post Reels Profile



**GET INVOLVED &
NEXT STEPS**

Timeline and **Key Dates**

- **Information Sessions**

- Dedicated Information Sessions: **September 16 (in-person) and September 25 (virtual)**
- Recording of Session Available

- **Advertising Selection Period**

- Selection Period: **October 1– November 15**
- Application Due: **November 15, 2025**
- All applicants notified by: **December 15**

- **2026 Co-Op Program Begins February 2026**

- Contact Olivia Karp at okarp@experiencecolumbus.com with questions

Program Logistics

- Experience Columbus will provide campaign management, reporting and analytics at the end of the campaign.
- Partners are responsible for providing all appropriate materials and ads needed for participation (*Experience Columbus does not provide any photography, videography or creative production of marketing assets*) However, advertorial content through blog and social media is included. The Experience Columbus content team has editorial control but will work with the partner to find a mutually beneficial topic to promote.
- Final creative assets and copy will be due to Experience Columbus on the following dates:
 - 2/5/26- Spring Break***
 - 5/4/26- Summer***
 - 10/9/26- Holiday***

Experience Columbus will be reviewing applications and notifying partners of approval by December 15.

- Signed contract due within 2 weeks of application acceptance
- First payment due by March 30th, 2026: participants will be billed monthly

Schedule all campaign end analysis meetings and questions through okarp@experiencecolumbus.com



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