

WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



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SALES WINDOW

10/22/25 - 12/31/25

META & TIKTOK PAID SOCIAL WOT'S CHANNELS

The Social Co-op campaign returns this year—giving destinations the opportunity to tap into the reach and influence of the Wyoming Office of Tourism's official social channels.

New for this year, the program expands to include TikTok Search at the Platinum level, providing even greater visibility and engagement potential with travel-minded audiences.

	Bronze Package	Silver Package	Gold Package	Platinum Package
Campaign Flight Min.	2 Months	4 Months	6 Months	6 Months
Delivery	235K + Impressions	470K + Impressions	700K + Impressions	900K + Impressions
Total Value	\$2,000	\$4,000	\$6,000	\$8,000
Wyoming Match	\$1,000	\$2,000	\$3,000	\$4,000
Partner Price	\$1,000	\$2,000	\$3,000	\$4,000
Channel	Meta	Meta	Meta	Meta, TikTok
Creative Units	On-Platform Ads			
Added Value	One (:06) Video Asset if footage allows			

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

Notes:

Creative should be provided by partner.

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

CONTACT ABBY JENKINS TO LEARN MORE:

abby.jenkins@bvk.com

Managed By: BVK



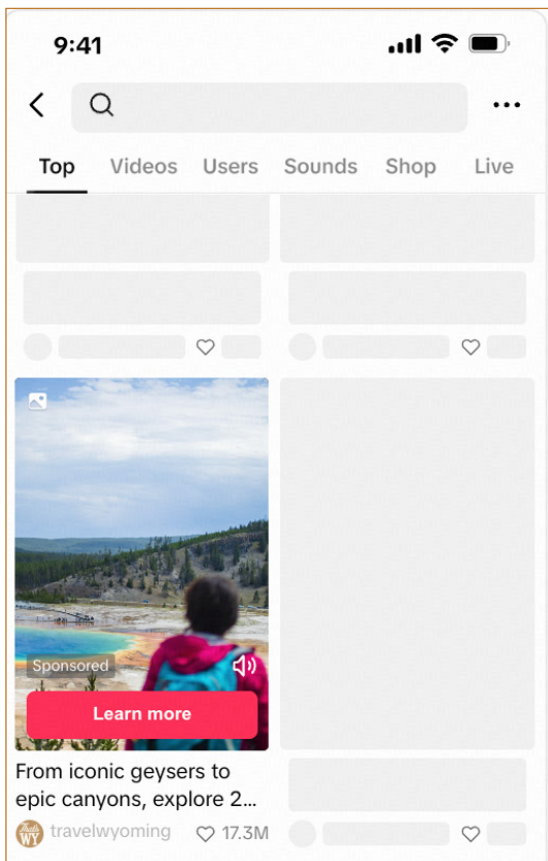
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TikTok

- Search Ads Campaign enables sophisticated keyword-based ads which specifically target TikTok's search results page
- WOT Summer Campaign -Yellowstone Results: 1.1M impressions, 8.31% CTR, and nearly 92K clicks.



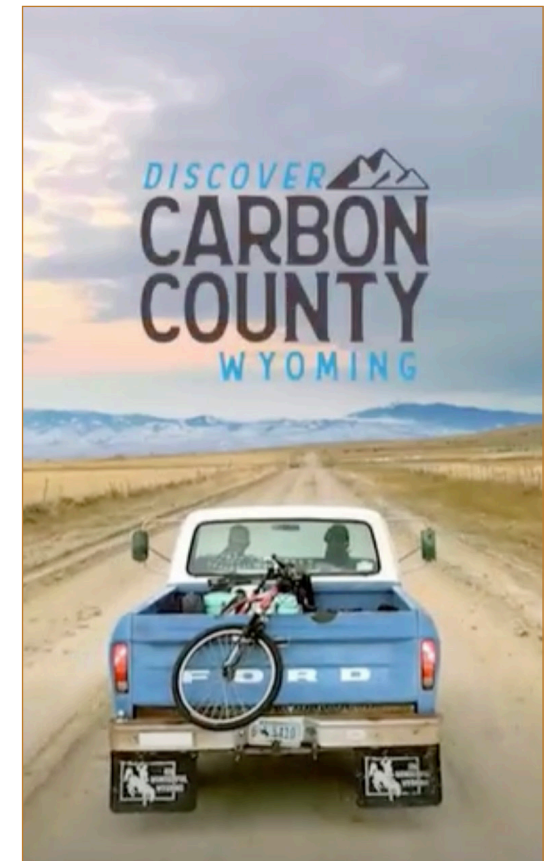
Meta | Star Valley

- Static asset provided by Star Valley Summer 2025 Campaign
- Early Results: 175K impressions, 2.21% CTR, and nearly 4K clicks



Meta | Carbon County

- :06 Video created for Carbon County Summer 2025 Campaign
- Early Results: 23K impressions, 2K ThruPlays, 0.94% CTR, and 214 clicks



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