

VIDEO PARTNER PROGRAM

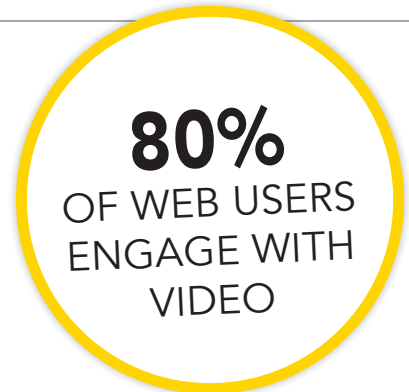
VIDEO IS A GROWING MEDIUM FOR CONNECTING WITH VISITORS.

San Francisco Travel focuses on video to bring engaging, dynamic content to its audiences. Partners can set their businesses apart by participating in the new Video Partner Program.

San Francisco Travel will create a compelling video about your business that will not only be featured through San Francisco Travel's channels but also will be available for your own use. Partners will have access and full rights to the footage.

While videos will follow a few guidelines set by San Francisco Travel to ensure cohesive style, the video's content will focus on the partner's messaging.

Each vignette can stand on its own as well as be a part of a larger itinerary or series. Video style will be flexible to capture the unique spirit and services of each partner.



RATES & PROGRAM OPTIONS

SAN FRANCISCO TRAVEL PARTNERS

(ATTRACTIONS, RESTAURANTS, SINGLE-LOCATION PARTNERS IN SAN FRANCISCO):

COST: \$10,000

- Each partner's video shoot will be scheduled to align with other partners' shoots
- Each partner's video shoot will focus on their location and could include nearby b-roll for sense of place, if time allows
- Video Length: 60-second vignette, 15-second social cut/teaser
- Crew (2): Videographer, on-set assistant

BEYOND PARTNERS

(NEARBY CITIES/DMOs):

COST: \$15,000

- Each partner's video shoot will be scheduled to align with other partners' shoots
- Video Length: 60-second vignette, 15-second social cut/teaser
- Each partner's video shoot will focus on 2-4 locations highlighted with b-roll; road trip style to portray the day trip from San Francisco
- Crew (3): videographer, talent, on-set assistant



[SEE PARTNER EXAMPLES](#)

[SEE BEYOND EXAMPLES](#)

Miles has produced hundreds of videos for destinations across the U.S., including about 950 videos for Brand USA alone. Their work has won several major awards including Telly, Adrian, Communicator and Addy awards.

IMPORTANT DATES
Sales Close Dates:
 July 31 for Fall 2018 production
 January 31 for Spring 2019 production