

# EAT, DRINK & BE MERRY



TRAVEL SOUTHERN OREGON COAST  
MARKETING CAMPAIGN



# CAMPAIGN PLAN

1

## DATES

November 1 through  
December 1st, 2025

2

## BUY-IN

Community opportunity to  
buy-in & be represented

3

## STRATEGY

Post ads to feed to gain  
social proof, then boost with  
ad spend.





# SAMPLE GRAPHIC



# ADVERTISING OPPORTUNITY

| ITEM                                                    | TSOC INVESTMENT | COMMUNITY AD BUY COMMITMENT | AD CREATION | YOUR TOTAL INVESTMENT |
|---------------------------------------------------------|-----------------|-----------------------------|-------------|-----------------------|
| 3 Ads with 3 Ad-Buys - Eat, Drink, Be Merry             | \$300           | \$300                       | TSOC COVERS | \$300                 |
| 6 Ads with 6 Ad-Buys - Eat (2), Drink (2), Be Merry (2) | \$600           | \$600                       | TSOC COVERS | \$600                 |
| 9 Ads with 9 Ad-Buys - Eat (3), Drink (3), Be Merry (3) | \$900           | \$1200                      | TSOC COVERS | \$1200                |

Ads will run over the course of one month on Southern Oregon Coast's Facebook and Instagram accounts and will alternate between communities. All ads will be made available to each community to use in your own promotions as you'd like.



# ADVERTISING OPPORTUNITY

1. Ads will run from November 1 - December 1, 2025 on Southern Oregon Coast's Facebook and Instagram accounts.
2. Ads will be made available to each community to be used at your discretion.
3. Each ad will be geotagged with your communities' location and hashtags will be added to Instagram posts.
4. You will have the opportunity to designate photos for your ads. Photos should be professional quality. If you do not have access to professional quality photos of your community, TSOC will assist in providing them.
5. Ad-spend will be spread over the course of one month.
6. Communities are encouraged to promote the ads on their own social media channels.
7. Communities must sign up to partner with TSOC for this advertising opportunity by September 1, 2025.
8. All photos must be submitted for the ad campaign by September 15, 2025.







## CO-OP COMMITMENT

COMMUNITY:

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BUY-IN LEVEL:

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REPRESENTATIVE:

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SIGNATURE:

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