

Visit Sunshine Coast Service Level Agreement (SLA) Featured Deals FY2023

What Members will receive	What Members are responsible for
All the media value included in the package purchased	Ensuring your deal has been uploaded under the right product listing
Notification from VSC that Featured Deal is live*	Uploading your deal to ATDW under your product listing by the deadline provided
Post campaign reporting (PCR)** (5 weeks after campaign finishes)	Ensuring payment is made by no later than deadlines provided by VSC

*Delays on material submissions will delay Featured Deal listing live date (but value remains the same)

**PCR content for ATDW Featured Deal will include page views and click thrus

Visit Sunshine Coast & iMATE Service Level Agreement (SLA) Social Media Retargeting

What Members will receive	What Members are responsible for
All the media value included in the package purchased	Ensuring your creative is to the correct specification
Campaign set up via Global Essence (iMATE)	Ensuring your creative is delivered by the deadline provided by Global Essence (iMATE)
Facebook Preview Link for approval - 2 business days prior campaign live date*	Feedback on preview link 24h before campaign live date
Post campaign reporting (PCR)** (5 weeks after campaign finishes)	Ensuring payment is made by no later than deadlines provided by VSC

*Delays on approvals will push campaign live date back, but value remains the same

**PCR content for social media includes how many clicks to site were delivered and which creative performed best

I M A T E

Visit
Sunshine Coast

Co-operative Marketing

Getting Involved - Step-by-step process

ACTION	RESPONSIBILITY
1. Book your package via the VSC booking link.	Member
2. Campaign creative and specifications are sent to co-op participants or made available via the Cooperative Marketing page.	VSC
3. Delivery of member campaign creative* due to VSC & Global Essence (iMATE)	Member
4. Access to Facebook preview link (social media retargeting only)	Global Essence (iMATE)
5. Members receive post campaign co-op report.	Global Essence (iMATE)

*campaign creative remains the responsibility of participating members. If you require guidance for your creative, please contact marketing@visitsunshinecoast.com

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