

# Content Creator Program

Shrpa

## About Shrpa

Shrpa connects destinations with regional creators to facilitate seamless collaboration and deliver the most authentic and diverse content. As a premier creator platform built specifically for the travel industry, destinations nationwide trust Shrpa as a key component of their User-Generated Content (UGC) strategies. Using insights gathered from multiple statewide co-op programs and working with over 300 destinations throughout the US, they have created a package designed to maximize success for both the destinations and the state.

## Program Deliverables

- Creator Visits
  - Coordination of a selected travel creator to visit and generate content featuring 10+ locations, including photos, videos, and descriptions to promote tourism.
  - Each program offers four Creator Visits, producing approximately 400 photos and short-form videos.
- Destination Concierge Services
  - Shrpa provides comprehensive coordination by their team of industry experts to ensure the successful execution of each Creator Visit.
- Content Rights
  - Shrpa grants destinations perpetual rights to use all content created through this program from Creator Visits and Community Uploads.

## Additional Features\*

- Website Upgrades
  - Widgets to add adventures (itineraries) and photo galleries to destination websites.
- Social Snapshots
  - Weekly social posts, pre-created for you and ready to post
- Community Uploads
  - Links that allow co-op participant photo & video sharing with rights granted

\*Additional features are provided via the Shrpa platform and are available to participants for the duration of the co-op.

### Limited Availability

15 packages | One per industry participant

### Price

\$4,400

### Contact

Chris Lukenbill | [chris@shrpa.com](mailto:chris@shrpa.com) | 507-218-1253

### Savings

61%