

RED
SKY



2025-2026 PR Co-ops



Bringing the Soul of Your Destination to Life

We believe in the power of place — the sights, sounds and spirit of a location that intrigue and attract visitors, residents and businesses alike.

Uncovering the qualities that distinguish you in the hearts and minds of travelers to to craft stories and create experiences that generate buzz, elevate awareness and increase visitors.



Tier 1: Foundational PR

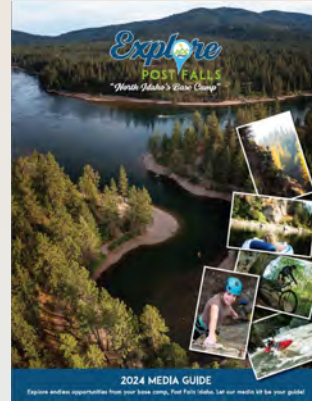
Newsroom/Media Kit - \$4,500 grantee + \$4,500 state match

- 2-3 evergreen storylines
- 1-2 itineraries
- News release and boilerplate template
- Consultation on layout and usage

Media Best Practices Training - \$3,500 grantee + \$3,500 state match

- Media Relations 101 virtual training (2 hours)
- Best Practices Guide
- Media relations counsel

Media Kit Examples



Tier 2: Virtual Media Activation

Featured Destination Partner - \$5,000

(no state match)

- Dedicated time to pitch your destination to media
- Outlet/journalist identification and coordination
- Key message and storyline recommendations
- Media engagement best practices and coaching
- Event follow-up for potential future editorial
- Discounted State contract rate

**Specific target media markets, events and themes will be determined based on full grantee participation.*



Tier 3: In-market Media Activation

Featured Destination Partner - \$10,000

(no state match)

- Exclusive time to market your destination to media
- Outlet/journalist identification and coordination
- Key message and storyline recommendations
- Media engagement best practices and coaching
- Event follow-up for potential future editorial
- Event logistics and planning
- Visual asset development and coordination
- Discounted State contract rate

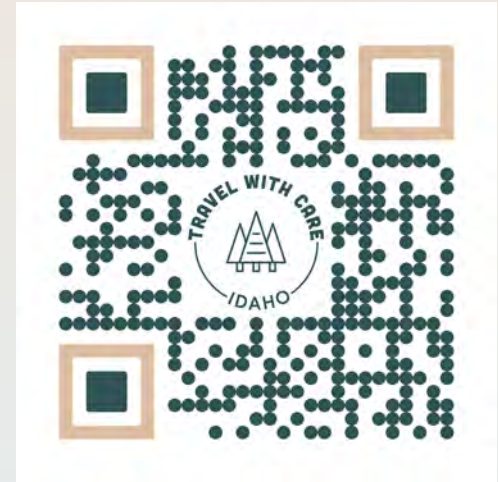


**Specific target media markets, events and themes will be determined based on full grantee participation. Travel costs not included.*

Travel With Care

Ongoing Statewide Initiative – no cost

- Anyone can participate
- Host your own responsible tourism event or share Travel With Care messaging
- Visit Idaho can help support your event
- Have a related event with exhibitor space?



Download the toolkit

Interested?

For questions and to express interest:

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Questions

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