



# GoodNight

HOME WHEREVER YOU GO

## PARTNER COLLABORATIONS

Why should I consider offering my property to be a part of partnership collaborations?

### AT A GLANCE

#### YOU OFFER

- Free or discounted day use
- Free or discounted night(s)

#### YOU RECEIVE

- Additional exposure beyond the GoodNight website on partner/influencer platforms, including blog posts, social media, and paid ads.
- Word-of-mouth by partners/influencers, highlighting your home.
- Additional opportunities for your home to reach guests outside our current audience.
- Exclusive mention in GoodNight's social media, including organic and paid posts.

### WHAT ARE THEY?

Thanks to the stunning appeal of your property, we frequently receive inquiries from GoodNight's trusted local partners and influencers who are interested in featuring your home for events, collaborations, and promotional content.

GoodNight partners with top local businesses and vetted creators to enhance the guest experience and increase visibility for our properties. These opportunities not only provide additional exposure and booking potential for your home but also showcase how guests can enjoy local services and experiences in a beautiful setting like yours.

Influencers are content creators with dedicated followings on platforms like Instagram, TikTok, and YouTube. They specialize in producing engaging photos and videos that highlight travel destinations, lifestyle brands, and unique stays. Collaborating with influencers allows us to reach new audiences through authentic storytelling and visually stunning content that inspires future guests to book.

In some cases, these requests include a proposal for complimentary or discounted stays in exchange for high-quality content, exposure, and exclusive mentions — often with direct links to your home on their platforms.

### ADDITIONAL EXPOSURE

Exposure from these collaborations can come through both partners and influencers in a variety of ways. Your home may be featured on a partner's website — for example, in a blog highlighting top places to stay or within a curated list of recommended accommodations.

Partners and influencers also share their experiences within their own communities, recommending your home and the GoodNight Stay brand to their networks of clients, vendors, friends, and family — all of which help increase visibility and trust.

Most importantly, both partners and influencers often leverage their social media platforms to share engaging photos, videos, and stories that showcase your property in an authentic, eye-catching way. This not only connects your home with GoodNight's established audience of vacation enthusiasts and rental seekers but also extends its reach to new potential guests through their unique followings — creating valuable exposure and awareness that wouldn't be possible without these collaborations.



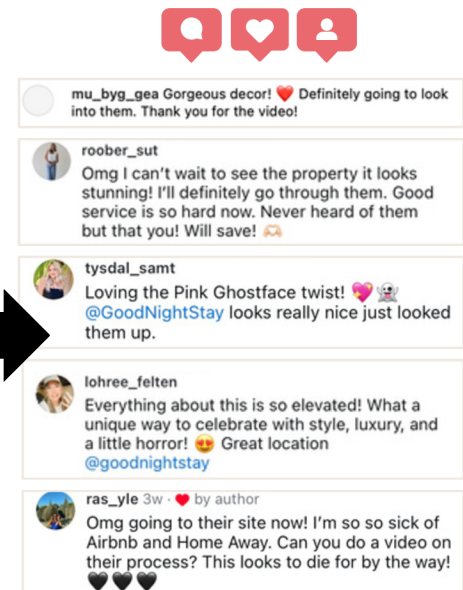
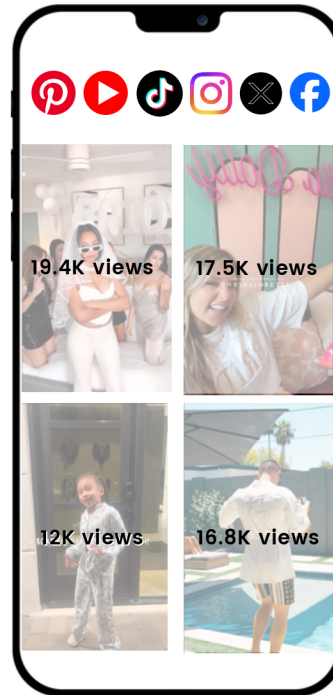
## EXAMPLES OF MEDIA EXPOSURE

### SOCIAL MEDIA

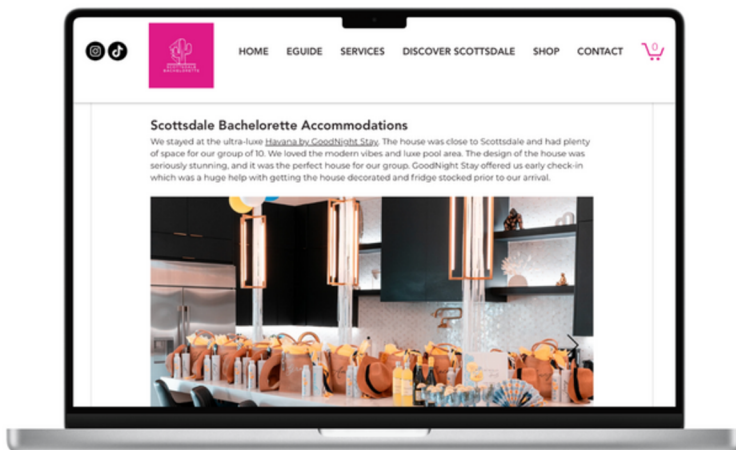
Through collaborations with partners and influencers, your property is showcased to both GoodNight's audience and their engaged followers — expanding reach and visibility.

Photos, videos, and stories highlight your home's best features while showing real people enjoying their stay, helping prospective guests envision themselves there. These collaborations often lead to increased awareness, engagement, and booking potential.

Here are examples of how social media partnerships bring your property to life online.



### BLOG BY PARTNER



Another example of additional exposure is being featured on a partner's blog. For instance, when Casey, the CEO of Scottsdale Bachelorette, hosted his bachelor party at a GoodNight property, the home was spotlighted in their blog, "The Ultimate Scottsdale Bachelorette ('Bach') Party Weekend Itinerary." The post highlighted key features of the property with images and even included a direct link to the listing on the GoodNight website, driving more potential guests to explore and book.

## EXAMPLES OF PAST COLLABORATIONS

### | SUCCESS STORY - CASEY'S BASH

The event was a bachelor party for Casey, the CEO of Scottsdale Bachelorette, one of Scottsdale's largest bachelorette companies.

#### **Home Owner's Offer**

We negotiated with the partner a free night stay in exchange for exposure on their website and social media.

#### **The Result**

The content generated over 22K views and 500+ likes on social media. With the property and GoodNight featured as a recommended stay on the partner's website, we saw a significant boost in traffic, driving 700+ users to the property's listing each month—up from 200 prior to the collaboration. The home also secured 10% of its year-to-date bookings shortly after the collaboration was showcased on social media, with a noticeable rise in inquiries following the posts. Notably, after the content was posted, all bookings made on the GoodNight website by visitors referred from Scottsdale Bachelorette's website were for the home where Casey had his bachelor party. Overall, the campaign was a branding success for both the property and GoodNight.

### SUCCESS STORY - PENELOPE'S BIRTHDAY |

We hosted Grey's Anatomy and Top Gun actress Penelope Kapudija's birthday party at one of our homes, in attendance were also other Disney child stars.

#### **Home Owner's Offer**

The homeowner offered a weekend at their home in exchange for social media content promoting the property.

#### **The Result**

The collaboration generated over 2,000 engagements across Penelope's social media platforms, with multiple posts promoting the home to her thousands of followers. The direct booking link she shared also received 300+ engagements, allowing us to track meaningful interest and interaction. The return on this partnership included high-quality content we can continue to use in future marketing efforts, excellent exposure for the property, and measurable engagement that helped drive awareness and inquiries. Overall, the collaboration was a strong success, showcasing the home to a wide and highly engaged audience while adding valuable, reusable marketing assets for future campaigns.