

ARLINGTONSM

CONVENTION & VISITORS BUREAU

ELEVATE

PARTNERSHIP PLANNING FORUM



WELCOME

TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau
CVB 101

WHAT IS A CVB?

In the travel realm, CVB stands for Convention and Visitors Bureau. Organizations that represent a region's tourism industry can also be known by names such as Destination Marketing Organization (DMO), Tourism Board or Tourism Authority.

WHAT DOES A CVB DO?

The ACVB markets and develops the city as a premier sports, business and leisure entertainment destination to achieve new tourism spending benefits for the visitor industry, community and Arlington residents.

The staff members at the Arlington Convention & Visitors Bureau (ACVB) are passionate about Arlington. They work diligently to showcase the best of what Arlington has to offer to visitors, groups and media professionals. Hospitality and customer service are at the core of every experience.

WHAT KIND OF SERVICES DO YOU PROVIDE?

The ACVB provides visitors and event planners a wealth of FREE services!

DESTINATION INFORMATION: Includes the Official Visitor Guide, the arlington.org website, referrals and planning assistance.

MARKETING AND PR: Marketing destination through specific campaigns from leisure to sports to conventions. Media promotions include story pitches, familiarization tours, promotional programs, etc.

GROUP SALES: Our team actively sells the destination to event planners and provides a "one-stop-shopping" experience by connecting the planner with the appropriate Arlington hospitality partners. Our team does this by participating in industry tradeshows, sales missions and other meeting and group travel sales opportunities.

DESTINATION SERVICES: The goal of our services team members is to enhance the experience of event attendees and increase the economic impact of groups coming to Arlington. We work with planners recommending local service partners, off-site venues and staying in touch to help with any other needs.

PARTNERSHIP: We are an extension of your sales and marketing efforts. Look to the CVB to help market the destination as a whole, while connecting you with event and group travel planners who you might not have time to budget or connect with on your own.



Arlington Convention & Visitors Bureau
CVB 101

WHAT IF YOUR SERVICES ARE LIMITED?

Visit organization, contracted by the City of Arlington to market Arlington as a premier destination. The ACVB provides the ACVB with funds by way of the local hotel occupancy tax (HOT). If funds, the ACVB is also the implementation arm of the sales and marketing on Tourism Public Improvement District (TPID).

based on hotel nights sold in Arlington. The CVB does not receive any local funds in Arlington. The CVB helps generate local sales and supports jobs by city who spend money at restaurants, gas stations, retail shops, etc. generated.



APRIL LUTER
Director of Partnerships & Programs
P: 817.704.7570
april@arlington.org
www.arlington.org/partner



TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau
PARTNERSHIP BENEFITS

GETTING STARTED CHECKLIST

Upon the completion of your Partnership application, you are invited to complete a short training session covering our Partner-net system. We encourage you to log in to Partner-net as soon as possible after the training. Then use this checklist to ensure you are taking full advantage your Partnership through out the year.

WITHIN 3 MONTHS:

- ☐ Use this checklist as a guide to get started
- ☐ Update your business/contact information by emailing partners@arlington.org
- ☐ Update all your publication and Partner webpage listings in Partner-net
- ☐ Add your events to the Arlington.org calendar
- ☐ Upload your up-to-date-photos in Partner-net
- ☐ Upload your brochures, sales flyers, layouts, etc. to Partner-net for our reference and use
- ☐ Read the Partner Update e-newsletter for upcoming events and industry news
- ☐ Schedule a consultation with our Partnership Department to develop a plan that will maximize the value of your Partnership

WITHIN 6 MONTHS:

- ☐ Talk to us about setting up an introduction meeting so key Arlington CVB staff members can get to know your needs and how we can assist in promoting your business
- ☐ Attend an Arlington Marketing Partners (AMP) Meeting (monthly) networking event, educational event or Partner orientation to build relationships with other partners and our staff
- ☐ Utilize the Convention Calendar to connect with events coming to Arlington and anticipate staffing needs

WITHIN 9 MONTHS:


- ☐ Update Arlington CVB on any changes or news since you joined, so we can help get the word out
- ☐ Touch base with the Partnership Department to follow up on your original consultation and find out



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
PARTNER-NET


**ARLINGTON**
CONVENTION & VISITORS BUREAU


Arlington CVB Partner-Net


neetu@arlington.org [Logout](#)


Arlington Convention & Visitors Bureau





HOME


PROFILE

COLLATERAL

OPPORTUNITIES

REPORTS

ADMINISTRATION

NEED HELP, EMAIL US!

Partner Bulletins

All Bulletins

Leisure Events ⓘ (Read: 12/05/2017)
Each month you will find an easily printable and emailable PDF ready for download of the month's events. Be sure to distribute to your team so they can stay in the know about what's happening in Arlington. These events can also be found on our website calendar of events if you would like more detailed information.
[View Full](#)

Arlington Marketing Partners Handbook ⓘ (Read: 07/07/2017)
[View Full](#)

Partner-net : Browsers ⓘ (Read: 05/18/2017)
[View Full](#)

2019 Arlington Marketing Partners Coupon ⓘ (Not Read)
[View Full](#)


2020 Arlington Marketing Partner - Opportunities ⓘ (Read: 07/22/2019)
Below is information you can use for budget planning for FY2020
[View Full](#)

Partner-net RFP Status Definitions (Read: 07/25/2019)
The statuses displayed for Leads/RFPs in the Partner-net will differ based on values in CRM and associated responses from a property.
[View Full](#)


Updating Collateral (Read: 07/07/2017)
[View Full](#)

Updating Member Profile (Read: 05/19/2017)
[View Full](#)


Post Board



Crowne Plaza Arlington
Wildaris Garcia (Willa)
02/13/2020
Crowne Plaza Arlington is looking for a Corporate/Government Group Sales Manager. If you know of anyone who would be a good fit, please have them send a resume to wgarcia@cparlington.com.

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Fairfield by Marriott Arlington South
Pamela Barnhill
02/11/2020
Fairfield by Marriott Arlington South, Opened it's doors for business 2/10/2020. Feel free to send me an email to set up a site visit of our new 110 room property located off Collins and I20.
Pamela Barnhill
DOS
[Read More...](#)

0 

Gino's East Arlington
Victoria Cleere
11/15/2019
Hello everybody!!
Gino's east in Arlington is now a part of the CVB partner-net . Please let us know if we can book you guys for any upcoming catering events. We have a private dining space and host luncheons as well. Please let us know if you have any questions.



MATT WILSON

VICE PRESIDENT OF SPORTS & EVENTS
EXECUTIVE DIRECTOR, ARLINGTON SPORTS COMMISSION





FALL 2021 MAJOR EVENTS

- HBCU Arlington Showdown at Choctaw Stadium
- 2021 Esports Awards Show
- IWLCA (Lacrosse) President's Cup
- Big 12 Football Championship
- UIL State Football Championships
- Goodyear Cotton Bowl (CFP Semi-Final game)



FY 20-21 SPORTS ACTIVITY

HIGHLIGHTS

- 2020 Offense-Defense Championships
- 2020 Flag Football World Tour
- 2020 MLB NLDS, NLCS and World Series
- 2020 PBR World Finals
- 2020 National Finals Rodeo
- 2021 State Farm Baseball Challenge
- 2021 UIL State Football Championships (5A-6A)



SPORTS STRATEGY

BLOCK PARTICIPATION IS CRITICAL. Why?

- Increase Arlington share
- Rate Integrity

ACTIVELY MEETING WITH GROUPS TO BUILD MORE YOUTH
SPORTS FACILITIES

DIVERSITY IN OUR PORTFOLIO

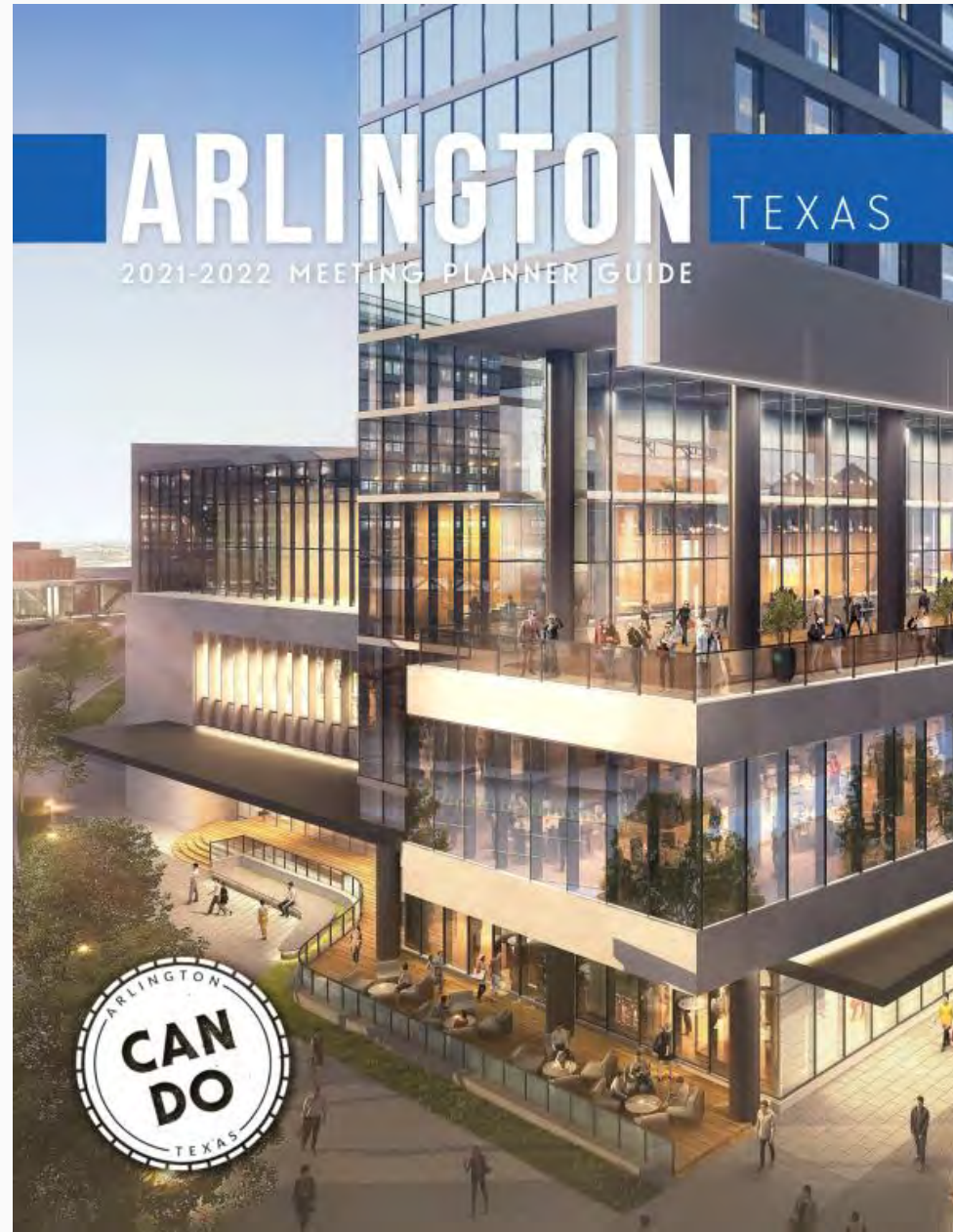
- Women's Lacrosse
- HBCU events
- Men's and Women's Soccer



CHAD ENLOE

VICE PRESIDENT
SALES & SERVICES

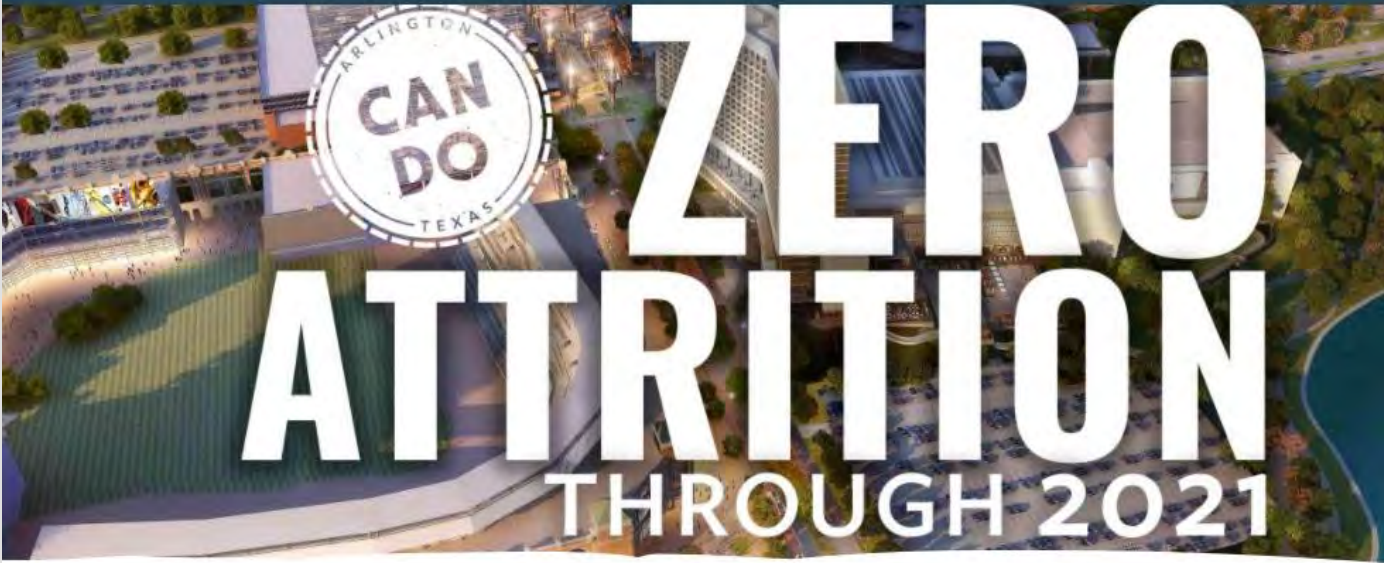
2021-2022 MEETING PLANNER GUIDE



UPCOMING CITYWIDES

Event Dates	Account Name	Peak Room	Total Rooms
10/8 – 10/10/21	Southwest Airlines	390	1380
11/14 – 11/16/21	D.R. Horton	300	612
11/29 – 12/5/21	Texas Association of Health, Physical Education, Recreation & Dance	755	2110
12/12 – 12/16/21	Camp Gladiator Corporation	435	1320
1/3 – 1/7/22	Building Plastics, Inc.	275	590
1/13 – 1/14/22	Kimley-Horn & Associates, Inc	325	315
1/14 – 1/16/22	Church of Christ Winterfest	395	865
1/27 – 1/30/22	Church of God-Texas (Frontier Winterfest)	400	695
3/25 – 3/27/22	Destination Imagination Texas	1000	2000
4/18 – 4/22/22	County Judges & Commissioners Association Conference	290	810
6/19 – 6/22/22	Bible Study Fellowship International – Children's Program Leaders	443	1507
6/22 – 6/26/22	Bible Study Fellowship International	1382	5158
7/11 – 7/17/22	Texas Girls Coaches Association	550	1350
7/18 – 7/24/22	Southwest Athletic Trainers Association	256	716
12/11 – 12/15/22	Camp Gladiator Corporation	435	1320

NO ATTRITION INTO 2021



ARLINGTON
CONVENTION & VISITORS BUREAU

Meetings & Conventions Sports Commission Groups Media Partner

SHARE

NO ATTRITION THROUGH 2021

At the Arlington CVB, we are doing all we can do to help ease concerns...and that's why we are offering special No Attrition and more so that you can feel secure and confident about booking in Arlington!

Inquire about our No Attrition through 2021 and book your event with Arlington

NO ATTRITION INTO 2021

Crowne Plaza Arlington *

- No attrition on groups of 50 peak rooms or less* through 12/31/2021
- Triple Brand points for designated recipient based on brand loyalty program
- \$5.00 rebate to master account, based on consumed/paid guestroom revenue
- 20% discount in hotel outlets, excluding alcohol
- 20% audiovisual discount on retail AV pricing

Doubletree by Hilton*

- No attrition on groups of 50 peak rooms or less* through 12/31/2021
- Triple Brand points for designated recipient based on brand loyalty program
- \$5.00 rebate to master account, based on consumed/paid guestroom revenue
- 20% discount in hotel outlets, excluding alcohol
- 20% audiovisual discount on retail AV pricing

Hilton Hotel Arlington*

- No attrition on groups of 50 peak rooms or less* through 12/31/2021
- Triple Brand points for designated recipient based on brand loyalty program
- \$5.00 rebate to master account, based on consumed/paid guestroom revenue
- 20% discount in hotel outlets, excluding alcohol
- 20% audiovisual discount on retail AV pricing

Live! By Loews Hotel**

- No attrition on groups of 50 peak rooms or less* through 12/31/2021
- \$5.00 rebate to master account, based on consumed/paid guestroom revenue
- 20% audiovisual discount on retail AV pricing

Sheraton Arlington Hotel*

- No attrition on groups of 50 peak rooms or less* through 12/31/2021
- Triple Brand points for designated recipient based on brand loyalty program
- \$5.00 rebate to master account, based on consumed/paid guestroom revenue
- 20% discount in hotel outlets, excluding alcohol
- 20% audiovisual discount on retail AV pricing



Loews Hotels & Co, The City of Arlington Texas
and The Texas Rangers invite you to the
official Groundbreaking Ceremony of the
new 888 Loews Arlington Hotel

Tuesday, October 12, 2021
10:00 a.m.

1698 Nolan Ryan Expressway (former Lot J)
Complimentary valet parking at Live! by Loews Arlington

Refreshments to follow

LOEWS HOTELS & CO
ESTABLISHED 1960

DESTINATION SERVICES

The planners' bridge
to our community

- Partner Referrals for Services & Products
- Digital & Print Collateral
- Transportation Coordination/Arlington Trolley
- Corporate Social Responsibility (CSR)
- Public Relations Assistance
- Attendance Builders
- “Come Early, Stay Late!” Program Development
- Speaker & Entertainment Resources
- Housing Assistance
- Site Visits & FAM Tours

INDUSTRY AFFILIATIONS





DECIMA MULLEN

VICE PRESIDENT
MARKETING & PUBLIC RELATIONS

MARKETING & PUBLIC RELATIONS

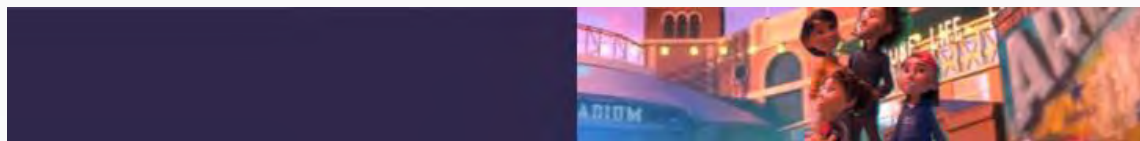
THE IMPORTANCE OF BEING SEEN



ARLINGTON™
CONVENTION & VISITORS BUREAU



PARTNERSHIP PLANNING FORUM



A convention that doesn't feel so conventional?



Imagine a world where "can't" doesn't exist, where "run of the mill" gets run out of town. Imagine all you can do in Arlington, Texas. Located just 15 minutes from DFW airport, Arlington offers everything you need to make your next event memorable—from our diverse collection of flexible venues, to our growing hotel inventory, to a CVB team that excels at turning Arlington's unique assets into experiences that make attendees say "wow!" Give us a call, and let's talk about what we can do for you.



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BEYOND COVID-19

13 Unexpected Things to Do In Arlington

By [Cori Kallenberger](#) on Feb. 01, 2021

Arlington is known for our world-class stadiums and super-sized thrills, but did you know we're full of hidden gems just waiting for a day adventure? Instagram-worthy murals, check. Disc golf, yep. Museums and historic spots – we've got that covered, too. We've got a whole world of wonderful waiting for you to discover. It's perfect for a family day out, girls' trip or a couple's getaway. Grab your mask and be sure to add these unexpected things to your list!

13 FUNtastic Summer Hot Spots in Arlington

By [Lisa Farrimond](#) on Jul. 12, 2021

It's never too early or too late to plan a knock-your-socks-off summer vacation or staycation, but where should you go? Isn't it obvious? Arlington's fun and affordable options will keep you and your family busy until the school bell rings in the fall. Check it out:

Beyond the Patio: Outdoor Dining in Arlington

By [April Luter](#) on Jul. 26, 2021

The sun is shining! Summer is in high gear, and you want to share fun and food with friends and family. Arlington has plenty to offer, from international cuisine to the best in Southern comfort foods. But for those not quite ready to settle into a restaurant, or those just looking to get some fresh air, here is list of the best picnic, food truck, food-to-go and outdoor patio spots around Arlington.

14 Things to do with Kids in Arlington


By [Rhonda Aghamalian](#) on Sep. 05, 2021

If you're looking for family fun, there's no shortage of things to do with kids in Arlington, TX—whether you're a visitor or a local—in the mood for learning or adventure—or on the hunt for places and experiences that help you create those unforgettable moments. To get started, here's a short list of kid-friendly activities for fun-hunting families with teens or toddlers:



thrillist

CITIES +EATDRINKTRAVELCANNABISWATCHSHOP



COURTESY OF TEXAS LIVE

Arlington


20.7 miles from Downtown Dallas

Nicknamed the Entertainment Capital of North Texas—and for good reason—Arlington offers visitors practically limitless options for excitement. Six Flags Over Texas and across-the-freeway neighbor Hurricane Harbor provide the thrills, while Globe Life Field and AT&T Stadium showcase hometown teams Texas Rangers and Dallas Cowboys on their home turf, or you can tour either complex when matchups take place out of town. Or head over to Texas Live!, which brings in live music acts, as well as year-round consumption of tasty eats and thirst-quenching drinks at more than a dozen restaurants and bars in the same complex.

TRAVEL+LEISURE

PlacesStaysPeopleDiningInsightThe Conscious TravellerDigital CoversVideos#T+LCOVID-19

Arlington, Texas



Credit: CampPhoto/Getty Images

In the Dallas/Fort Worth area, approximately halfway between the two cities, Arlington is a great destination in December. Temperatures are mild. The city gets into the holiday spirit, and Arlington is home to [Texas Christkindl Market](#), inspired by German traditions. Six Flags celebrates with [Holiday in the Park](#), featuring seasonal attractions, entertainment, light shows, and a Christmas tree. [Texas Live!](#), a year-round dining and entertainment area, gets a makeover during the holidays with [Luminova Holidays](#), nearly 3 million lights, an ice skating rink, and a massive Christmas tree. The town of Interlochen continues its tradition of extravagantly [decorated homes](#), a family favourite for cruising during the holidays. Arlington is conveniently located about 10 minutes from Dallas/Fort Worth International Airport.

Amusement

Your Amusement Industry NEWS Leader

HOMEAT IN PRINTADVERTISESUBSCRIBEABOUT ATCONTACTSINDUSTRY LINKS

Celebrate National Waterpark Day at Six Flags Hurricane Harbor

BY NEWS RELEASE | JULY 28, 2021

National Waterpark Day...the only day of the year where getting completely soaked is the ultimate goal!

Whether you're thirsty for excitement, itching for a carefree summer experience, or looking to make a splash with the family, [Six Flags Hurricane Harbor](#) is where you want to be for National Waterpark Day on July 28th. Currently the Arlington Convention & Visitors Bureau is offering [package bundles](#) which include premiere lodging and a ticket to Six Flags Hurricane Harbor.



With over 40 rides and attractions, get ready to ride some waves at the massive waterpark. Beyond the sensational water rides, you can soak up some of that warm Texas sun while rafting down the Lazy River Cruise. Consider a midday visit to Suntan Lagoon for a little rest between high-intensity rides. And be sure to take the little ones to Splashwater Beach, a child-friendly oasis with over 40 interactive water features. The youngest water park enthusiasts will enjoy Hook's Ship for pirate-themed exploits on the high seas. This vessel comes equipped with nets for climbing and four colorful slides, so the little ones can experience twists and turns before being deposited in refreshing waters.

Best Things to Do in Fall in Dallas

10 best ways to celebrate fall 2021 in the Dallas area

9 PUMPKIN NIGHTS ARLINGTON



For all things pumpkin, head to Howell Farms in Arlington where you can venture along a half-mile walking path showcasing six fantastical lands filled with over 3,000 hand-carved pumpkins in dazzling larger-than-life displays. See 10-foot-tall Jack-o'-Lanterns, the world's largest pumpkin guitar, a flying 40-foot handmade dragon and a life-size pumpkin pirate ship, plus there will be real-life fire dancers, live pumpkin carving, pumpkin games, and a variety of treats from local vendors. The event runs every evening from September 23 through Halloween 2021. Weekday/weekend ticket prices are \$18-\$23 for adults; \$14-\$16 for kids (4 to 12); and free for ages 3 and under.

8 VAN GOGH: THE IMMERSIVE EXPERIENCE ARLINGTON



[CALL NOW](#)

Experience Vincent Van Gogh's greatest hits presented in 360 degrees. Running daily from August 19 to November 28, 2021 at Choctaw Stadium in Arlington, the exhibit features 20,000 square feet of floor-to-ceiling digital projections made possible by state-of-the-art video mapping technology. In addition to the central area, the experience includes larger-than-life galleries displaying panels, re-creations and interactives chronicling Van Gogh's life. Also find a VR experience offering a voyage through "A day in the life of the Artist," as well as a drawing studio for young artists. The visit takes around 60 to 75 minutes, and tickets start at \$36.00 for adults and \$19.90 for children.

5 SIX FLAGS OVER TEXAS ARLINGTON



[CALL NOW](#)

If your idea of celebrating the season includes frightfully fun Halloween activities for the entire family, then Fright Fest at Six Flags Over Texas in Arlington is just the ticket. Happening every weekend between September 18 and October 31, 2021, the park offers family-friendly attractions during the day, then turns up the fear factor after the sun goes down with everything from haunted houses to scare zones and spooky performances. And, of course, there's always a slew of terror-inducing rides, but don't be surprised if you find a monster in the seat next to you. Admission starts at \$34.99. Note that some Halloween attractions require an additional fee.

2022 FOCUS & BEYOND



ARLINGTON™
CONVENTION & VISITORS BUREAU

ARLINGTON CONVENTION & VISITORS BUREAU | INFORMATION SESSIONS



PARTNERSHIP PLANNING FORUM

WAYS TO PARTICIPATE WITH MARKETING & PR

- Update us with new renovations or changes
- Update us with new programs or services
- RTVN
- Participate in DTN and Visitor Guide
- Participate in other Marketing program including 12 Days of Christmas, Discount Pass, and Sponsored Blogs



APRIL LUTER

DIRECTOR
PARTNERSHIPS & PROGRAMS

PARTNERSHIPS & PROGRAMS

EDUCATIONAL WORKSHOPS




ARLINGTONSM
CONVENTION & VISITORS BUREAU

ARLINGTON CVB PRESENTS:

WOW
WORKSHOP
SERIES

HOST AN ARLINGTON MARKETING PARTNER MEETING

**TOURISM
TOUCHES
EVERYTHING.**

Arlington Convention & Visitors Bureau
**ARLINGTON MARKETING
PARTNER MEETINGS**

SHOWCASE YOUR ORGANIZATION TO AN AUDIENCE OF 40-50 ARLINGTON HOSPITALITY INDUSTRY PROFESSIONALS!

Our monthly Partner meeting allows you to showcase your location and connect with other hospitality partners. The CVB provides a program or other activity based on the location, time of year and things happening in the city.

WHY HOST AN AMP EVENT?

An average of 40 Partners attend each AMP event. Hosting or sponsoring an event allows other Partners to better understand your location and the services you provide. Partners then become an extension of your sales efforts through referrals or direct bookings.

HOW MUCH DOES IT COST TO BE HOST A LOCATION?

We do not charge a fee to host a partner event. We only ask that you provide light refreshments and the appropriate sized space for our group and programming.

HOW DO I SIGN UP TO HOST AN EVENT?

Contact the Director of Partnerships and they can help coordinate the date and type of event most appropriate for you and your goals.



APRIL LUTER

Director of Partnerships & Programs

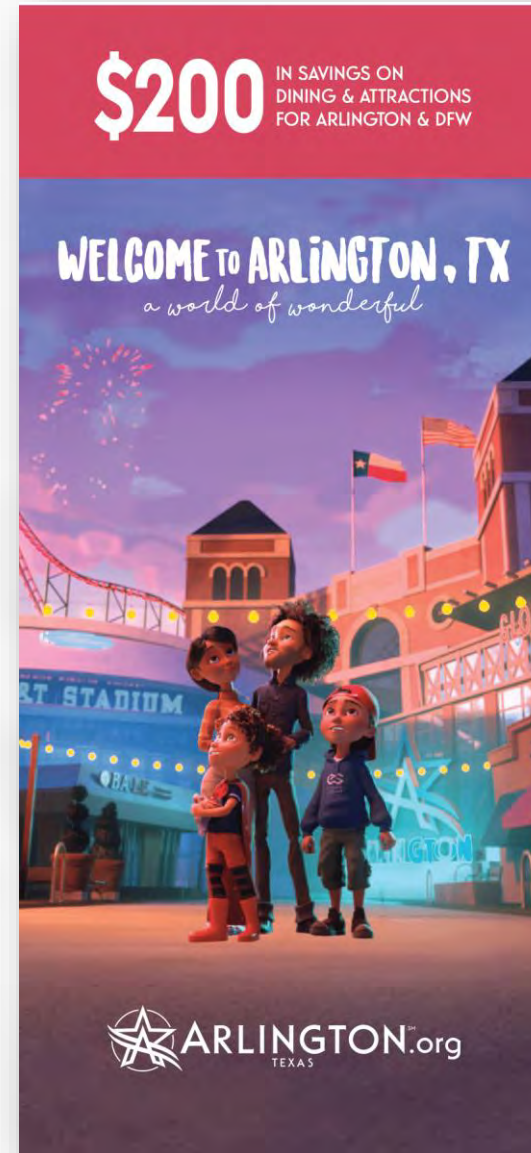
P: 817.704.7570

april@arlington.org

www.arlington.org/partner



ONLINE DISCOUNT PASS deals.arlington.org



12 DAYS OF CHRISTMAS HOLIDAY MARKETING PROGRAM

12 Days of Christmas Holiday Marketing Promotion

Do You Want to Highlight Your Business & Expand Your Social Media Reach During the Busy Holiday Season?

Be part of the ACVB "12 Days of Christmas" holiday marketing promotion and reach 200,000+ potential customers on social media!

Participation is Easy –

- Visit our registration page and pick the day to sponsor
- Provide the number of passes, gift cards or tickets for the amount indicated for that day
- Send us 2 fabulous photos
- Provide \$195 investment
- Plan to share the "12 Days Giveaway"

What You Get –

- Highlighted in ACVB social posts related to the giveaway
- Targeted posts during the giveaway
- "Thank you" social posts after the giveaway ends
- Report on total reach and engagement
- Reach potential — 200,000+
- Engagement potential — 23,000+

Now in its 5th year, our followers anticipate this one of a kind opportunity to win experiences in Arlington. The "12 Days of Christmas" promotion begins with 12 winners/giveaways on the first day, 11 winners/giveaways on the second day, and continues down to one winner/giveaway on the 12th or last day of the promotion. The giveaways start small and get bigger and bigger, ending with a Grand Prize that includes multiple items.

When registering to participate, you will choose one day and provide the corresponding number of giveaways at the minimum value indicated on the registration form, along with the \$195 Participation Investment.

Prizes can be gift cards, tickets, voucher for drinks, a room night, etc. This is an opportunity to increase awareness and excitement surrounding your business and drive traffic to your social accounts!

Deadline to Participate — November 3rd
For more information and to secure your spot, contact April Luter.



Instagram Post

Giveaway Example



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www.arlington.org/partner



ARLINGTON
TEXAS



ARLINGTON
CONVENTION & VISITORS BUREAU

NEW! BLOG OPPORTUNITIES

TOURISM
TOUCHES
EVERYTHING.

Arlington Convention & Visitors Bureau
BLOG OPPORTUNITIES

SPONSORED BLOG — \$250

WITH A SPONSORED BLOG YOU RECEIVE THE FOLLOWING:

- Your logo and website linked at the bottom of a blog post
- Exposure to an average of 6,000+ views and time on page of over 3 minutes and 30 seconds
- Placement on the blog for 6 months
- Sponsored blog will be promoted via Social Media and on arlington.org run-of-house digital ads during the sponsorship period

A limited number of sponsorable Blog topics are available. Requests are first come first serve.

SECURE A BLOG SPOT TODAY!

BLOGS CURRENTLY AVAILABLE FOR SPONSORSHIP:

- 18 of the Most Haunted Spots in DFW
- 14 Things to Do with Kids In Arlington
- 11 Fun FREE Things to in Arlington
- 5 Haunted Places in Arlington
- Another 21 Cool Things To Do in Arlington You Might Not Know About
- 9 Creative Ideas for Date Night in Arlington
- 5 Places to Find Late Night Fun in Arlington

Additional blog topics may be available. Please reach out for information on blogs related to your specific marketing goals!

For more information, contact April Luter at april@arlington.org



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11 THINGS YOU ABSOLUTELY NEED TO KNOW ABOUT AT&T STADIUM

published: 08/29/2016

With a new football season (Go, Cowboys!) and another year of world-class concerts rolling into AT&T Stadium in Arlington, now is the perfect time to make sure that you're hip to the latest and greatest about one of the top event venues on planet Earth.

To without further ado, we offer these 11 tips to help you maximize your visit to Arlington's newest arena playground:

One: If you only remember one thing about AT&T Stadium...

...make sure it's the stadium's strict "no beer" policy. Yeah, it's kind of a pain, but it's for your protection. And in the long run, it gives you an excuse to buy a cone stadium-approved Corny's along the way.

ARLINGTON OFFICIAL VISITOR GUIDE

TexasMonthly
ARLINGTON
THE OFFICIAL VISITOR'S GUIDE
2022
RATE CARD

We are pleased to announce the newest edition of the Arlington Official Visitor's Guide. Published annually, this guide reaches visitors with a circulation that is varied and well-maintained. Produced by the Arlington Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote the city as a premier travel destination. The Arlington Official Visitor's Guide is a convenient resource for travelers and includes:

- Maps
- Attractions
- Arts & Culture
- Shopping
- Dining & Nightlife
- Accommodations
- Calendar of Events
- Sports

2022 Digital Extension:
All partners will be featured online via a [custom Collections Page on TM.com](#). Launching March 2022, this online feature will include editorial content from the Arlington Official Visitor's Guide highlighting partners on their own dedicated space on the Collections Page. The Collections Page will be heavily promoted via: dedicated space on TM.com homepage, high-impact social, and the Arlington CVB e-newsletter! Partners have the opportunity for 100% SOV roadblocked ads around their individual page.

In addition to the printed piece, the guide will also be available in a **digital version**, where we will feature clickable advertiser links. This digital replica will be available for your use and be promoted via Texas Monthly and Arlington CVB social channels.

ARLINGTON VISITORS

- Over 14 million visitors come to Arlington every year and collectively spend an estimated \$1.4 billion.
- 75% of visitor's guide readers report that the guide influenced what attractions they attended.
- 98 percent of readers spent more than 15 minutes looking through the guide.
- Two out of five readers refer to the guide prior to and during travel.

DEADLINES
Advertising Reservation
January 17, 2022
Ad Materials Due
January 26, 2022

DISTRIBUTION
 65,000 copies distributed to local hotels and various vendors and information centers in the area.

ADVERTISING BUNDLES*

FOUR COLOR	NET RATE
Cover 2, 3, 4	\$6,795
Full page	\$5,195
1/2 page (H or V)	\$2,995
1/3 page (H or V)	\$2,095
1/6 page	\$1,145

*Advertising Bundles include a Print Ad + Digital Extension.

Contact: Keitha Spears | kspears@texasmmonthly.com or 817-980-6324
 Contact: Sunday Leek | sleek@texasmmonthly.com or 972-865-3666

ARLINGTON.org | TexasMonthly

2021 OFFICIAL VISITOR'S GUIDE
WELCOME TO ARLINGTON, TX
a world of wonderful

MORE WAYS TO PLAY:
 EXPLORE THE AREA

GLOBE LIFE FIELD:
 NEW HOME TO OUR TEXAS RANGERS

CULINARY EXPERIENCES
 FROM AROUND THE WORLD



Lia Wik, Director of Sales
Lia.Wik@DestinationTravelNetwork.com

DTN Paid Content

Why are these programs so successful?

Destination organizations are key.

They focus their marketing and attention in bringing consumers together with their business partners utilizing the website.

Each and every month targeted consumers use the website to make their planning decisions

Places to Stay in Arlington

Things to do in Arlington

Are just two of the searches that show on the first page of Google organically (and paid) due to the efforts of the amazing people at the Arlington Convention and Visitors Bureau.

Website Stats Last 12 months

Impressions Delivered to Ad Placements:

1,444,915

“

*Half the money I spend
on advertising is wasted;
the trouble is
I don't know which half.*

”

— John Wanamaker

Looks like content.

DTN Paid Content is designed to adopt the look, feel, and *tone* of the site content and to deliver sponsored content that is relevant to the visitor's trip planning and inspiration needs.

Run-of-site placements

- Run at the bottom of nearly every page on the site for incredible visitor reach
- Help to inspire the visitor and to highlight parts of the destination s/he may not have known about

Page-specific placements

- Run high on specific landing pages to get actual eyeballs on the content
- Deliver content about a topic to visitors who are actively looking for that kind of content



Premium Page Sponsor

Running on key high-traffic pages, this spot delivers your message by way of a high-impact, highly visual placement near the top of the page.

[View All >](#)



Run of Site – tons of impressions

Delivers content to nearly every page on the site for incredible visitor reach.

[MORE INFO >](#)

COFFEEHOUSES DIVE BARS BA
TRA RESTAURANTS TOURISM
NINGS TACOS & MARGARITAS WE
EBERRY SCONES MUSEUMS
UCHDOWNS BOUTIQUES
HOLE-IN-THE-
TOUCHES
EVERYTHING.



MARY GERMAN

CHIEF OPERATING OFFICER, ACVB
EXECUTIVE DIRECTOR, TSLF

ARLINGTON

TOURISM PUBLIC IMPROVEMENT DISTRICT



Questions about the trolley: Contact Melinda Brittain, General Manager, AEAMD,
trolleygm@gmail.com 817.822.2586 <https://arlingtontrolley.com>

TRANSFORMING LIVES THROUGH TOURISM OPPORTUNITIES

Tourism First Jobs Become Amazing Careers



TRAVEL & SPORTS
LEGACY FOUNDATION®
ARLINGTON, TEXAS



IN PARTNERSHIP WITH TOURISM EMPLOYERS AND EDUCATION OFFICIALS, TSLF PROVIDES TOURISM JOB TRAINING, SCHOLARSHIPS, MENTORING AND INTERNSHIP PROGRAMS FOR UNDERSERVED YOUTH IN OUR COMMUNITY. TSLF IS FOCUSED ON CLOSING THE OPPORTUNITY GAP THAT EXISTS IN ARLINGTON'S UNDERSERVED COMMUNITIES AND ADDRESSING THE WORKFORCE NEEDS OF THE TRAVEL, TOURISM, SPORTS, AND ENTERTAINMENT INDUSTRIES.



TSLF Priorities

- ☐ Support Community Youth
- ☐ Workforce Development
- ☐ Tourism Awareness & Advocacy



Q & A?

ARLINGTONSM

CONVENTION & VISITORS BUREAU

ELEVATE

PARTNERSHIP PLANNING FORUM



ARLINGTON

CONVENTION & VISITORS BUREAU

ELEVATE

PARTNERSHIP PLANNING FORUM



ARLINGTON™
CONVENTION & VISITORS BUREAU



ELEVATE

PARTNERSHIP PLANNING .

WHAT IS A CVB?

In the travel realm, CVB stands for Convention and Visitors Bureau. Organizations that represent a region's tourism industry can also be known by names such as Destination Marketing Organization (DMO), Tourism Board or Tourism Authority.

WHAT DOES A CVB DO?

The ACVB markets and develops the city as a premier sports, business and leisure entertainment destination to achieve new tourism spending benefits for the visitor industry, community and Arlington residents.

The staff members at the Arlington Convention & Visitors Bureau (ACVB) are passionate about Arlington. They work diligently to showcase the best of what Arlington has to offer to visitors, groups and media professionals. Hospitality and customer service are at the core of every experience.

WHAT KIND OF SERVICES DO YOU PROVIDE?

The ACVB provides visitors and event planners a wealth of FREE services!

DESTINATION INFORMATION: Includes the Official Visitor Guide, the arlington.org website, referrals and planning assistance.

MARKETING AND PR: Marketing destination through specific campaigns from leisure to sports to conventions. Media promotions include story pitches, familiarization tours, promotional programs, etc.

GROUP SALES: Our team actively sells the destination to event planners and provides a “one-stop-shopping” experience by connecting the planner with the appropriate Arlington hospitality partners. Our team does this by participating in industry tradeshows, sales missions and other meeting and group travel sales opportunities.

DESTINATION SERVICES: The goal of our services team members is to enhance the experience of event attendees and increase the economic impact of groups coming to Arlington. We work with planners recommending local service partners, off-site venues and staying in touch to help with any other needs.

PARTNERSHIP: We are an extension of your sales and marketing efforts. Look to the CVB to help market the destination as a whole, while connecting you with event and group travel planners who you might not have time to budget or connect with on your own.

TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau CVB 101

HOW ARE YOU FUNDED IF YOUR SERVICES ARE FREE FOR VISITORS?

The ACVB is a private non-profit organization, contracted by the City of Arlington to market Arlington as a visitor destination. The city provides the ACVB with funds by way of the local hotel occupancy tax (HOT) collection. Along with the HOT funds, the ACVB is also the implementation arm of the sales and marketing plans supported by the Arlington Tourism Public Improvement District (TPID).

Both the HOT and TPID are levied on hotel nights sold in Arlington. The CVB does not receive any local sales or property taxes collected in Arlington. The CVB helps generate local sales and supports jobs by helping to bring visitors to the city who spend money at restaurants, gas stations, retail shops, attractions, etc. where taxes are generated.



APRIL LUTER

Director of Partnerships & Programs

P: 817.704.7570

april@arlington.org

www.arlington.org/partner



GETTING STARTED CHECKLIST

Upon the completion of your Partnership application, you are invited to complete a short training session covering our Partner-net system. We encourage you to log in to Partner-net as soon as possible after the training. Then use this checklist to ensure you are taking full advantage your Partnership throughout the year.

WITHIN 3 MONTHS:

- ☐ Use this checklist as a guide to get started
- ☐ Update your business/contact information by emailing partners@arlington.org
- ☐ Update all your publication and Partner webpage listings in Partner-net
- ☐ Add your events to the Arlington.org calendar
- ☐ Upload your up-to-date-photos in Partner-net
- ☐ Upload your brochures, sales flyers, layouts, etc. to Partner-net for our reference and use
- ☐ Read the Partner Update e-newsletter for upcoming events and industry news
- ☐ Schedule a consultation with our Partnership Department to develop a plan that will maximize the value of your Partnership

WITHIN 6 MONTHS:

- ☐ Talk to us about setting up an introduction meeting so key Arlington CVB staff members can get to know your needs and how we can assist in promoting your business
- ☐ Attend an Arlington Marketing Partners (AMP) Meeting (monthly) networking event, educational event or Partner orientation to build relationships with other partners and our staff
- ☐ Utilize the Convention Calendar to connect with events coming to Arlington and anticipate staffing needs

WITHIN 9 MONTHS:

- ☐ Update Arlington CVB on any changes or news since you joined, so we can help get the word out
- ☐ Touch base with the Partnership Department to follow up on your original consultation and find out



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PARTNER OPPORTUNITIES

Below is a list of the partner opportunities currently available through the Arlington Convention & Visitors Bureau Partnership program. Detailed information for each program can be found on Partner-net by logging in and going to the Partner Bulletins section. You can use this form to bundle these programs to create a single sponsorship with the CVB. As a bundle, you have the option of paying for the entire sponsorship at one time to simplify billing.

<input type="checkbox"/>	Arlington.org Advertising	Arlington.org offers several levels of advertising opportunities. A representative from DTN will contact you with more information.	Varies
<input type="checkbox"/>	Sponsored Blog	Sponsor an Arlington Blog and gain extra exposure with your logo and website link.	\$250
<input type="checkbox"/>	Promotional Blog	Be featured as an Arlington blog post with content created by the professional staff at the CVB.	\$1250
<input type="checkbox"/>	12 Days of Christmas	Participate in this popular social media marketing campaign to increase your exposure via social channels.	\$150 + Giveaway
<input type="checkbox"/>	Annual Meeting Sponsorships	Secure your sponsorship for the ACVB Annual Meeting held every Fall.	Varies
<input type="checkbox"/>	AMP Hosting	Host one of our Partner meetings and showcase your business to the hospitality community.	FREE + refreshments
<input type="checkbox"/>	Arlington Official Visitors Guide Advertising	With 65,000 printed and thousands of downloads, the OVG is a great way to get in front of visitors coming to Arlington. If interested, we will have a representative from Texas Monthly contact you directly.	Varies
<input type="checkbox"/>	Arlington Official Visitors Guide Co-pack	Have your printed material distributed along with the Arlington OVG when visitors request a mailed copy.	Coming 2021
<input type="checkbox"/>	Partner Update Email Sponsorship	Get in front of our entire Partnership by sponsoring one of our monthly Partner Update emails.	\$150
<input type="checkbox"/>	Group Tour Manual Ad	This is the ultimate leisure group guide to Arlington. Distributed at tradeshows and sales calls throughout the year, get in front of tour planners looking at Arlington.	\$500
<input type="checkbox"/>	Meeting Planner Guide	This is the ultimate convention and meeting guide for Arlington. Distributed at tradeshows and sales calls throughout the year, get in front of key planners looking at Arlington.	\$500
		Total Participation:	\$
		Contract Effective Dates:	

If you have any questions about these programs, please contact April Luter, Director of Partnerships & Programs. april@arlington.org



APRIL LUTER

Director of Partnerships & Programs

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TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau BLOG OPPORTUNITIES

DID YOU KNOW THAT ARLINGTON.ORG IS A SOURCE OF INFORMATION FOR OVER 1.5 MILLION VISITORS?

In this digital age, CONTENT is KING! And trusted content is your best resource for boosting your social and digital reach. The Arlington CVB blog is established, trusted and marketed by professionals. Take this opportunity to leverage your Partnership to increase your exposure to our 14.5 million visitors through our blog. THE ARLINGTON.ORG BLOG RECEIVES OVER 350,000 VIEWS A YEAR, with an average time on site of 3+ minutes, well above the national average!

PROMOTIONAL BLOG — \$1250

Our Promotional Blog program provides you with content that you can use on your digital and social platforms while being promoted through our well-established channels, including social media. A promotional blog with the Arlington CVB provides you with content written and promoted by the marketing professionals of the CVB.



Blog Example

WITH A PROMOTIONAL BLOG YOU RECEIVE THE FOLLOWING:

- Professionally written content about your business/organization
- Direct links out to your website from the ACVB Blog
- Social Media push including paid promotion on Facebook
 - Paid promotion heightens the reach and number of people who will engage and interact with your brand
- Ability to share and/or post on your own social media, website, etc.

REQUIREMENTS:

- Must be a Partner in good standing with the Arlington CVB
- Limited number of opportunities per year (12 annually)
- Content is written by the ACVB, partner may edit for accuracy

Blog will be visitor focused and the CVB retains the right for subject topic, focus, etc.

SPONSORED BLOG — \$250

WITH A SPONSORED BLOG YOU RECEIVE THE FOLLOWING:

- Your logo and website linked at the bottom of a blog post
- Exposure to an average of 6,000+ views and time on page of over 3 minutes and 30 seconds
- Placement on the blog for 6 months
- Sponsored blog will be promoted via Social Media and on arlington.org run-of-house digital ads during the sponsorship period

A limited number of sponsorable Blog topics are available. Requests are first come first serve.

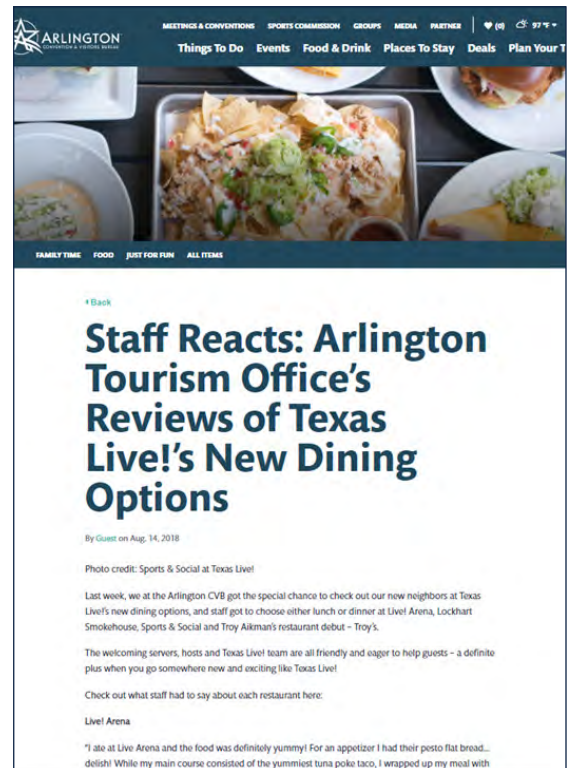
SECURE A BLOG SPOT TODAY!

BLOGS CURRENTLY AVAILABLE FOR SPONSORSHIP:

- 18 of the Most Haunted Spots in DFW
- 14 Things to Do with Kids In Arlington
- 11 Fun FREE Things to in Arlington
- 5 Haunted Places in Arlington
- Another 21 Cool Things To Do in Arlington You Might Not Know About
- 9 Creative Ideas for Date Night in Arlington
- 5 Places to Find Late Night Fun in Arlington

Additional blog topics may be available. Please reach out for information on blogs related to your specific marketing goals!

For more information, contact April Luter at april@arlington.org



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TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau **ARLINGTON MARKETING PARTNER MEETINGS**

SHOWCASE YOUR ORGANIZATION TO AN AUDIENCE OF 40-50 ARLINGTON HOSPITALITY INDUSTRY PROFESSIONALS!

Our monthly Partner meeting allows you to showcase your location and connect with other hospitality partners. The CVB provides a program or other activity based on the location, time of year and things happening in the city.

WHY HOST AN AMP EVENT?

An average of 40 Partners attend each AMP event. Hosting or sponsoring an event allows other Partners to better understand your location and the services you provide. Partners then become an extension of your sales efforts through referrals or direct bookings.

HOW MUCH DOES IT COST TO BE HOST A LOCATION?

We do not charge a fee to host a partner event. We only ask that you provide light refreshments and the appropriate sized space for our group and programming.

HOW DO I SIGN UP TO HOST AN EVENT?

Contact the Director of Partnerships and they can help coordinate the date and type of event most appropriate for you and your goals.



APRIL LUTER

Director of Partnerships & Programs

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april@arlington.org

www.arlington.org/partner



TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau DIGITAL COUPON PROGRAM

BE FEATURED ON THE MOST VISITED PAGE ON ARLINGTON.ORG

We are excited to offer an innovative new platform for a fully DIGITAL marketing opportunity. This offers a broader reach, greater customization and more robust reporting.

We are offering an exclusive opportunity to be featured on the “Deals” section of arlington.org, which is a top stop for our more than 1.5 million unique website visitors each year.

HOW DO VISITORS FIND THE COUPON PROGRAM?

Now visitors can access and redeem all the offers from their mobile device! The offers are part of the “Deals” section of Arlington.org, and promoted with a full color rack card with regional distribution. In addition, the program is promoting through advertising in the Official Arlington Visitors Guide and other digital media outlets.

RACK CARD DISTRIBUTION POINTS

- Arlington Hotels
- TXDOT Travel Information Centers (11 centers in Texas)
- TX CVB Visitor Centers
- AAA Travel Offices (TX, LA, OK, AR)
- Certified Folder Distribution (TX, LA, OK, AR)
- Local Enterprise Car Rental Offices

HOW DO I PARTICIPATE?

For more information or to secure your spot, contact the Director of Partnerships & Programs, April Luter.

This opportunity is exclusively for Arlington Marketing Partners. Please see the application for cost.



TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau DIGITAL COUPON PROGRAM

WHY THE DIGITAL PLATFORM?

- Allows for better ROI tracking
- Allows the visitor access from anywhere
- Easy access to robust reporting on redemption rates and information about customers
- Ability to change discount in real time

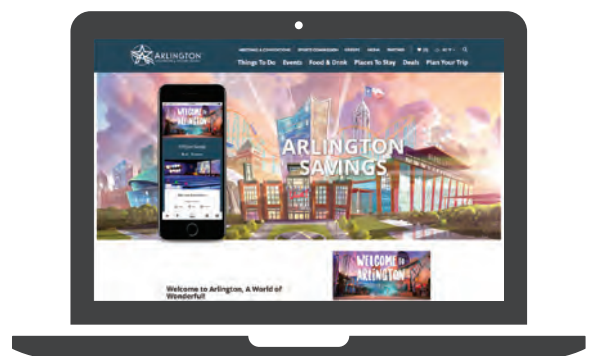
While there is not a printed coupon booklet, a rack card promoting the program is printed and distributed at travel information centers and hotels in Arlington and across Texas, Oklahoma, Arkansas and Louisiana. Large groups including conventions, youth sports and corporate events are provided direct links to the digital platform through their event websites and communications. Helping to direct their attendees to your business!

WE HAVE PARTNERED WITH BANDWANGO

- Once you have secured your spot in the program, a representative from Bandwango will contact you to get you setup on the system including training on redemptions, reporting and changing your offer
- There is zero integration and minimal staff training is required
- Offers are delivered through a mobile system and check in is easy - via a code that is entered on the visitor's mobile phone

FOR VISITORS

- Visitors are directed to the deals and discounts from arlington.org
- Visitors provide basic information such as email, name, and zip code in order to access and redeem deals at your location
- Convenient mobile delivery improves the visitor experience and ultimately increases the likelihood they will visit your business and spend money



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WHAT DO YOU NEED FROM YOUR DIGITAL PROGRAM?

- GET YOUR BRAND MESSAGE IN FRONT OF A LARGE **VISITOR AUDIENCE**
- REDUCE ADVERTISING WASTE BY **TARGETING QUALIFIED PROSPECTS** WHO ARE READY TO SPEND
- SEW YOUR MARKETING MESSAGE INTO **CONTENT THAT ALIGNS WITH YOUR BRAND VALUES** & THAT YOUR CUSTOMERS TRUST
- A **FLEXIBLE PROGRAM** THAT MEETS YOUR MARKETING + BUDGET GOALS
- **ASSISTANCE WITH CRAFTING CONTENT** THAT WILL TURN PROSPECTS INTO CUSTOMERS
- **NO-COST UPDATES TO YOUR CONTENT CREATIVE** TO ALIGN WITH YOUR MESSAGE WITH YOUR CURRENT MARKETING CAMPAIGNS
- **REAL DATA INSIGHTS** ABOUT YOUR PROGRAM'S PERFORMANCE SO YOU CAN MAKE SOUND BUSINESS DECISIONS

NEXT STEPS

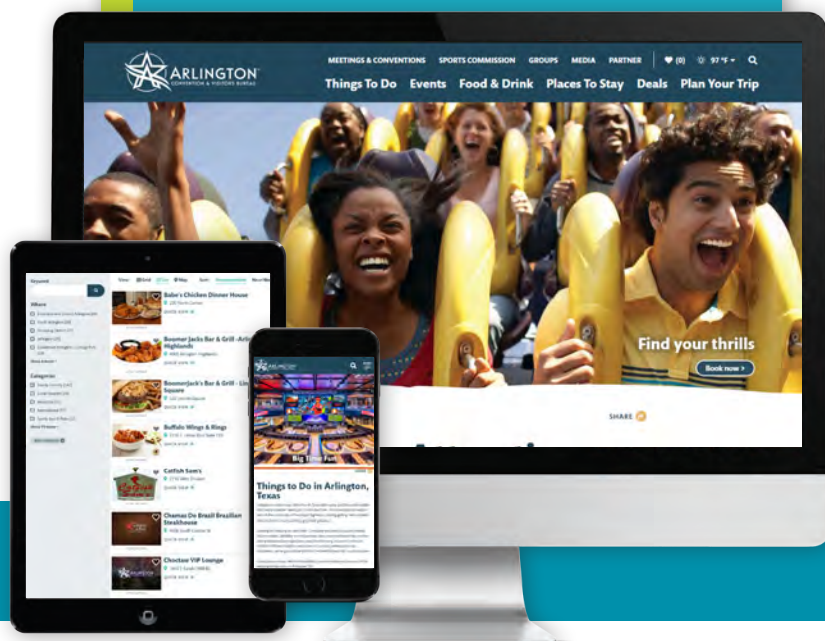
EMAIL A CONSULTANT
Advertising@DTNads.com

PLACEMENT SAMPLE PAGE
Arlington.org/DTN-Placements

DIGITAL MEDIA KIT
Arlington.org/DTN-Media-Kit

ON THE WEB
DestinationTravelNetwork.com

YEAH, WE DO THAT.



**DESTINATION
TRAVEL
NETWORK**

A DIVISION OF SIMPLEVIEW



ARLINGTON
CONVENTION & VISITORS BUREAU

We are pleased to announce the newest edition of the Arlington Official Visitor's Guide. Published annually, this guide reaches visitors with a circulation that is varied and well-maintained. Produced by the Arlington Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote the city as a premier travel destination. The Arlington Official Visitor's Guide is a convenient resource for travelers and includes:

- Maps
- Attractions
- Arts & Culture
- Shopping
- Dining & Nightlife
- Accommodations
- Calendar of Events
- Sports



2022 Digital Extension:

All partners will be featured online via a **custom Collections Page on TM.com**. Launching March 2022, this online feature will include editorial content from the Arlington Official Visitor's Guide highlighting partners on their own dedicated space on the Collections Page. The Collections Page will be heavily promoted via: dedicated space on TM.com homepage, high-impact social, and the Arlington CVB e-newsletter! Partners have the opportunity for 100% SOV roadblocked ads around their individual page.

In addition to the printed piece, the guide will also be available in a **digital version**, where we will feature clickable advertiser links. This digital replica will be available for your use and be promoted via Texas Monthly and Arlington CVB social channels.

ARLINGTON VISITORS

- Over 14 million visitors come to Arlington every year and collectively spend an estimated \$1.4 billion.
- 75% of visitor's guide readers report that the guide influenced what attractions they attended.
- 98 percent of readers spent more than 1.5 minutes looking through the guide.
- Two out of five readers refer to the guide prior to and during travel.

DEADLINES

Advertising Reservation
January 17, 2022

Ad Materials Due
January 26, 2022

DISTRIBUTION

65,000 copies distributed to local hotels and various vendors and information centers in the area.

ADVERTISING BUNDLES*

FOUR COLOR	NET RATE
Cover 2, 3, 4	\$6,795
Full page	\$5,195
1/2 page (H or V)	\$2,995
1/3 page (H or V)	\$2,095
1/6 page	\$1,145

*Advertising Bundles include a Print Ad + Digital Extension.

Publication Specifications

Trim Size:
6.5" x 9.75"

Live Matter:
6" x 9.25"

Live matter should not fall
closer than 1/4" to trim.

For match and metallic ink, consult
publisher. Bleed: No charge. Preferred
Position: Add 10% to all space units.

Advertising should be submitted
in digital format. All images and
elements should be placed at 100%
in CYMK to SWOP standards with a
minimum resolution of 300 dpi.

Ad Dimensions

Covers/Full Page
6.75" x 10"

1/2 Page Horizontal
5.5" x 4.31"

1/2 Page Vertical
2.69" x 8.75"

1/3 Page Horizontal
3.5" x 4.8"

1/3 Page Vertical
1.92" x 8.75"

1/6 page
2.69" x 2.84"

ROS Ad Sizes

- 970x250
- 970x90
- 728x90
- 300x250
- 300x600
- 320x50

**All ROS ads must be in JPEG,
GIF, or HTML5 format; max
file size is 60kb; please include
a click-through URL*

To upload your ad file

Please upload your ad materials (PDF, JPEG,
TIFF, or .zip file) by visiting <https://www.texasmonthly.com/upload-ad/>

Be sure to fill out all information, and choose
the title your ad is appearing in. If you prefer
to ship your file on disk, please use the address
under "Shipping Address for Ad Materials"
section.

File Format

Print-ready PDFs are preferred; also acceptable
are InDesign, Illustrator, Photoshop, EPS,
or TIFF files with all supporting layout
files, images and fonts included. Macintosh-
originated files preferred. We may not be
able to accept Windows or non-standard file
formats.

Images

Print:
CMYK, 300 dots per inch,
EPS format.

Spot Colors

All spot/PMS colors must be converted to
CMYK by the advertiser; if not, TMCP will do
so and bears no responsibility for color shifts.

Density

Do not exceed 300% of all four colors in any
area.

Proofs

Please submit a proof from a SWOP-certified
proofing device for color ads. TM is not
responsible for color accuracy when ads are
submitted without a SWOP-certified proof.

Confirming Proofs

TM does not supply confirming proofs. If we
must make a change to your ad we may, at our
discretion, e-mail you a confirming screenshot
JPEG or PDF.

To Send your ad file

Please submit a CD or DVD with all ad
files (including supporting layout files when
applicable), an acceptable proof, and contact
information in case we have a problem with
your ad.

Shipping Address for Ad Materials
Please send ad materials via trackable
overnight delivery service to:

Texas Monthly

Attn: Ad Trafficking / Arlington OVG

816 Congress Avenue, Suite 1700

Austin, TX 78701

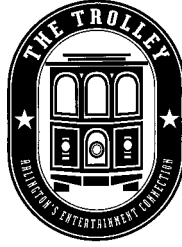
512.320.6991

Cancellations

Cancellation of any part of a contract voids
all rate and position agreements. Neither the
advertiser, the advertising agency, nor their
agents may cancel after the closing date. No
cancellations, changes, or insertion orders will
be accepted by TM after the closing date. If,
by the materials deadline, TM has not received
copy deemed acceptable for publication, TM
may either repeat the advertiser's most recent
ad that it has published or publish nothing,
charging advertiser and/or advertising agency
for any space reserved by them. The publisher
and the Arlington Convention & Visitor's
Bureau each reserve the right to reject any
advertising wording, substance, or appearance
deemed in the sole discretion of either to be
objectionable, or any URL address to sites
deemed objectionable with or without notice
and whether or not such wording, substance,
appearance, or URL address was previously
acknowledged or published.

Questions

For technical questions regarding
your ad and additional information
regarding materials, contact:
Production Department,
512-320-6991,
ads@texasmonthly.com



The Arlington Trolley has experienced a great rebound from the pandemic. Ridership has increased as hotels are filling back up.

With increased ridership comes increased questions from hotel employees, hotel general managers and their guests. The Trolley would like to take this opportunity to guide you to convenient answers to most of your questions.

1. As a reminder, every aspect of Trolley service is explained on the website: www.arlingtontrolley.com. Please have your front desk employees explore the website and become familiar with the route service, special events and the Operations Guide located there for your convenience and reference.

The website is also the best way to check for changes: **The home page contains alerts** and important information that may be a response to unforeseen changes or new directions. This is where specific event day information is announced such as when reservations are open/full.

2. Route service runs from spring break through the end of the Six Flags seven-day operation schedule which usually ends the first few weeks of September. Rangers home games are included in route service and run throughout the baseball season. Guests should obtain trolley passes from your front desk for all regular route service and Rangers' home games. The Trolley District provides free route-based trolley service to AT&T Stadium those days when route service is scheduled to Six Flags **BUT ONLY IF THERE IS NO SCHEDULED STADIUM EVENT ON THE DATE OF SERVICE. Arlington Trolley does not provide on demand service to AT&T if there is a scheduled event.**

3. Special Events are for all other events outside of the regular route service and cover any venue in the District or Downtown. Special events are listed on the website and require the hotel guest to make a reservation from the website. **Please do not make reservations for your guests.** The reservations must contain the guest's information or will be deleted from the reservation list.

The event drop-off site and other specifics are listed on the reservation. The Trolley does not provide service to AT&T Stadium for tours on event days.

4. The Operation Guide has detailed information on all trolley operations and is a very useful reference tool. Employees and general managers should make themselves familiar with the operation guide. Hard copies of the operations guide are passed out to hotels annually and **posted on the website.** The Operation Guide has a hot sheet page with important phone numbers if personal assistance is needed.
5. Supplemental Service is arranged through the ACVB initially.
6. Civic Service is arranged through the Trolley Administrator, Melinda Brittain.

If you need any special service or arrangements please call or email Melinda Brittain, General Manager, AEAMD, trolleygm@gmail.com 817.822.2586 <https://arlingtontrolley.com>.