

MARKETING OPPORTUNITIES

CHATTANOOGA TOURISM CO.

October 22, 2020

**CHATT
NOOGA**
TOURISM CO.

AGENDA

1. Partnership Tiers & Terms
2. Digital Advertising
3. Magazine Advertising
4. Holiday Co-Op
5. 2021 Co-Ops
6. Corporate Partnerships
7. Contact and Follow Up

BECOME A PARTNER

VISITCHATTANOOGA.COM/PARTNERSHIP

LOCOMOTIVE PARTNERSHIP ACCOMODATIONS	BASIC
Basic Web Listing on Visitchattanooga.com to include : Business Name, Address, Phone Number, Website URL, and 1 Photo.	●
Basic access to CTC Partner Extranet with ability to update Contacts and Business information	●
Ability to submit events to Visitchattanooga.com Online Public Calendar	●
Subscription to Confidential Convention Calendar (Quarterly)	●
Opportunity to attend CTC Functions and Events	●
Receive regular CTC Updates, Information, and News	●
Opportunity for Referrals and Sales Leads to Meeting & Convention Groups, Sports Groups, and Leisure Visitors.	●

*Access and ability to share Chattanooga Tourism Co. reports may be restricted based on contract agreements and privacy restrictions. All programs are subject to change without notice at the discretion of Chattanooga Tourism Company

FREE

PARTNERSHIP ACCOMODATIONS

TEAL - \$500

BLUE - \$800

GOLD - \$1200

- Enhanced Web Listing on VisitChattanooga.com
- Enhanced access to CTC Partner Extranet with ability to update Contacts and Business information
- Ability to post Digital Coupons, and Events directly to your listing
- Ability to submit events to VisitChattanooga.com Online Public Calendar
- Subscription to Confidential Convention Calendar (Quarterly)
- Opportunity to attend CTC Functions and Events
- Receive regular CTC Updates, Information, and News
- Company Media Notices featured in Weekly Tourism Newsletter
- Opportunity for Referrals and Sales Leads to Meeting & Convention Groups, Sports Groups, and Leisure Visitors.
- Social Media Promotion (Twitter, Facebook, Instagram, Crowdriff)
- Invitation and Complimentary tickets to Annual Tourism Summit
- Brochure Slot at Chattanooga Tourism Locations
- Additional listing(s) on VisitChattanooga.com web pages
- Priority Listing on CTC Onsite Map Publisher
- Event/Meeting Facilities Promotion & Priority Listing on VisitChattanooga Meetings Page
- Onsite Restaurant included in "Where to Eat" page
- Special Invitation to CTC Ambassador Program.

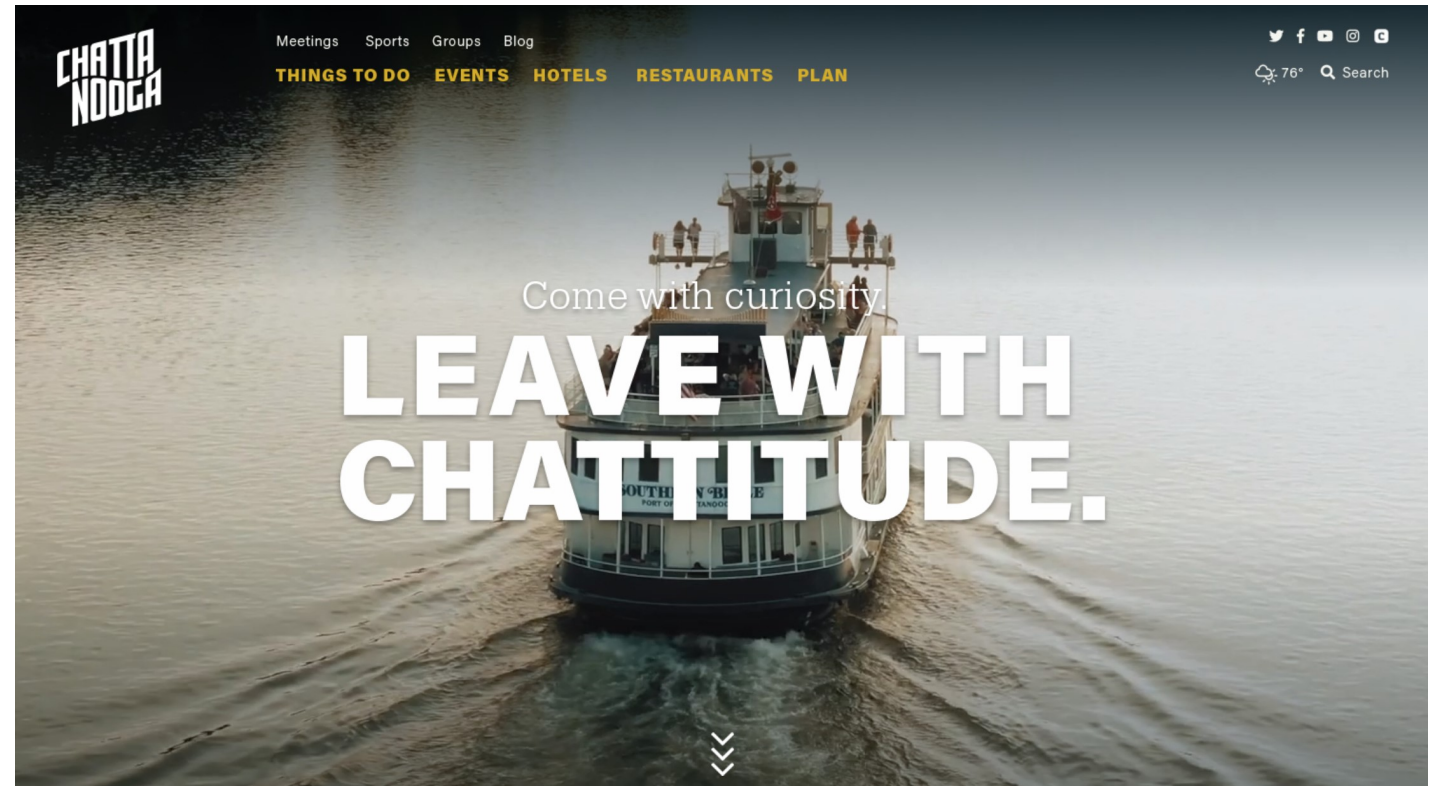


TERMS

- Must be basic partner or higher
- Must be in good standing with contracts and payments
- Must provide needed materials by deadlines
- Applies to all partnership opportunities presented today

DIGITAL ADVERTISING

- New VisitChattanooga.com website launches Tuesday, November 17, 2020
- Upgraded content, technology and ADA compliance
- Upgraded advertising options
- All current digital ads will be transitioned to upgraded ad types
- Must have new ad materials



DIGITAL ADVERTISING TYPES

CURRENT AD TYPES	NEW AD TYPES
Header Slider Image	Header Image Sponsor
Banner (Homepage & Page Specific)	Run-of-Site
Spotlight	Spotlight
Featured Listing	Featured Listing
	Premium Page Sponsor
	Mobile Banner

HEADER IMAGE SPONSOR

RUN OF SITE

SPONSORED CONTENT

DIGITAL ADVERTISING TYPES

PREMIUM PAGE SPONSOR



HOP ABOARD A RIDE INTO HISTORY

Ride 'Railroadings Golden Age' aboard the Tennessee Valley Railroad's restored vintage trains. It's a trip into history on a rolling time machine!

[LEARN MORE](#) →

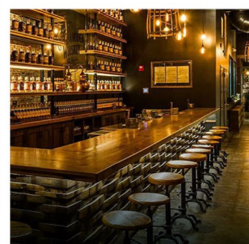
SPOTLIGHT



Shop local Chattanooga at Rustic Trading Company

Local shop located on Chattanooga's Northshore that offers gifts, home decor, local art and much more!

[LEARN MORE](#) →



Have fun at Chattanooga Whiskey Experimental Distillery

Our Experimental Distillery is the first distillery to craft whiskey in Chattanooga in over 100 years.

[LEARN MORE](#) →



Shop in the restored Civil War fort buildings of Warehouse Row

The buildings that define Warehouse Row represent the vibrant history and commercial culture of Chattanooga.

[LEARN MORE](#) →

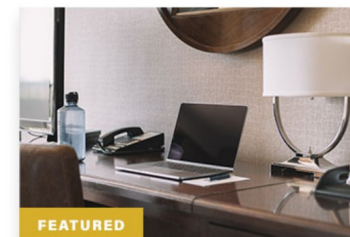


Shop at one of the "Top 10 Public Markets in America"

Chattanooga Market features over 50 farms bringing a variety of produce, meats and cheeses every week.

[LEARN MORE](#) →

FEATURED LISTING



FEATURED

Holiday Inn Express Hotel and Extended Stay

8950 N. Oracle Rd.

TripAdvisor Traveler Rating

220 reviews

[VISIT WEBSITE](#) →

MOBILE BANNER



Find Your Inner Adventurer
[View Details](#) >



PACKAGE	DESCRIPTION	PRICING
Impressions Matter	<ul style="list-style-type: none"> Maximize impression to 3M Online Visitors Run of Site and Spotlight Combo 	\$1,500
Target, Target, Target	<ul style="list-style-type: none"> Reach Targeted Audience Page Specific Premium Page Sponsor and Featured Listing 	\$2,000 Attractions & Accom. \$1,000 Restaurants & All Others
I Want It All	<ul style="list-style-type: none"> Maximize everything Header Image Sponsor, Run of Site, Spotlight, Premium Page Sponsor and Featured Listing 	\$4,000 Attractions & Accom. \$3,000 Restaurants & All Others
Basic Sponsored Content	<ul style="list-style-type: none"> 1500-word article on VisitChattanooga.com plus \$500 Facebook promotion 	\$1,000
Premium Sponsored Content	<ul style="list-style-type: none"> Basic plus video, email blast, \$1,000 Facebook promo and 1st choice of months 	\$2,000
Mobile Banner	<ul style="list-style-type: none"> Rotating Banner on mobile site 	\$1,000

NEW DIGITAL/PRINT PUBLICATION

"ABSOLUTELY NOT A VISITORS GUIDE"

- New Chattanooga Publication launches March 2020
- Both Traditional And Sponsored Advertising
- Spring/Summer (March)
- Fall/Winter (September)
- 200,000 Print Readers
- 200,000 Digital Readers
- Full Digital Integration of stories and advertising



SPONSORED STORIES & TRADITIONAL ADVERTISING

CURRENT AD TYPES	NEW AD TYPES	PRICING
Full Page	Full Page Spring and Fall Issues Traditional or Sponsored Story	\$5,500 1st Page \$4,500 Additional Page
½ Page	Full Page Spring or Fall Issue Traditional or Sponsored Story	\$3,500
¼ Page	Digital Only Traditional Only	\$1,500
Back Cover	Back Cover Traditional Only	\$9,000 Both Issues
Premium Placement	Premium Placement Traditional Only	\$6,500 Both Issues
Map Sponsor	Map Sponsor Traditional Only	\$5,000 Both Issues

HOLIDAY CO-OP OPPORTUNITY

CHATTANOOGA TOURISM CO.

10/21/2020



CHATTANOOGA
TOURISM CO.

Overview: Why Co-op?

Opportunity:

- Your investment is matched by Chattanooga Tourism Co. dollars to promote both your destination and Chattanooga
- Knowing budgets are tight, Chattanooga Tourism Co. is offering co-op partners even more value this winter.

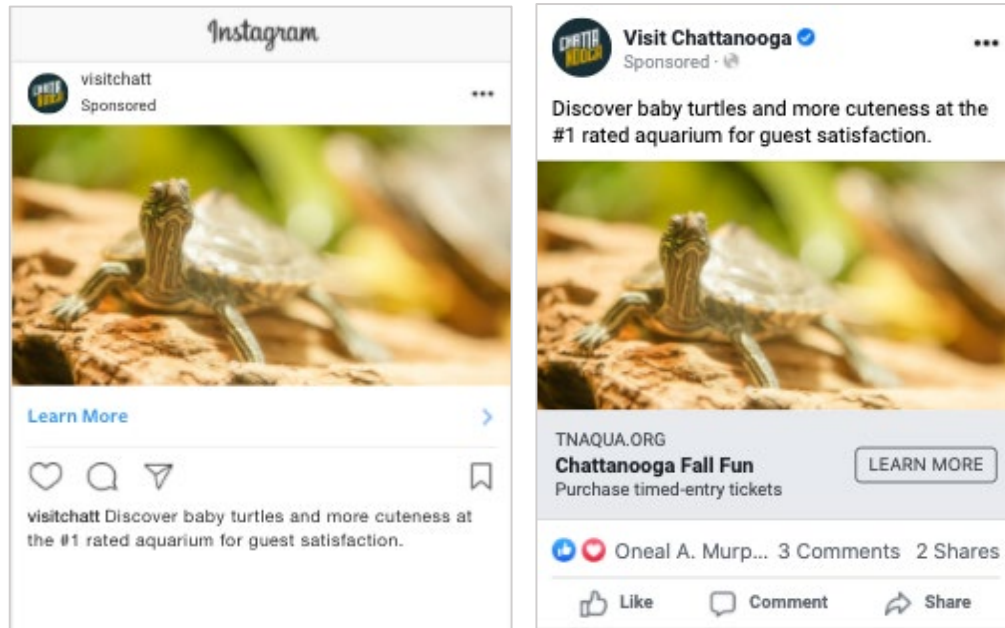
Benefits:

- Ability to increase the value of your investment
- Gain access to Visit Chattanooga's existing social, digital, and email audiences
- Gain access to Chattanooga Tourism Co's Agency of Record for media buying expertise
- Tap into Chattanooga First Party Data
 - When a user lands on the Chattanooga site, we have the ability to retarget them with partner messaging across the web. From there we are able to identify and target other users who exhibit similar characteristics as VisitChattanooga.com Visitors, creating a unique audience that is highly likely to click thru our co-op messaging

Tier 1: Basic Package

Partner Investment	\$1,000 - \$2,500
Chattanooga Match	100%
Estimated Impressions	Social – 250,000
Campaign Timing	4 Weeks, November - December
Media Package	<ul style="list-style-type: none">• Promotion of 2 social ads on Facebook + Instagram (1 post per week)• Campaign Performance Report

Tier 1: Basic Package Examples



Promoted Social Media Posts

CHATTANOOGA TOURISM CO. + MILES PARTNERSHIP	
Monthly Media Reporting July, 2020	
OVERVIEW A look back at the 2020 Media Metrics, highlighting performance from our 2020 gap campaign, which was inclusive of Social Media, SEM, and Digital.	
KEY TAKEAWAY: During July, we continued to promote blog posts, video creative, and social carousel creative. Our total social spend for the month came in at \$20,823.92. Overall, we saw strong user engagement with 429 post shares, 548 saves, 167 comments, and 3,090 reactions.	
SOCIAL	VIDEO 1. When was the last time 2. Brand Anthem 3. Brand Anthem Cutdowns Spend: \$9,842.97 Impressions: 1,209,402 Thru-plays: 639,895 Cost/Thru-Play: \$0.02 Avg. play time: 31s.
	PROMOTED POSTS 1. Riverwalk (top performer!) 2. Clean & Safe Guidelines 3. Planning Your RV Trip Spend: \$4,883.68 Impressions: 1,551,673 LPVs: 7,148 Cost/LPV: \$0.68
	CAROUSEL AD Spend: \$6,097.27 Impressions: 1,947,863 LPVs: 15,900 Cost/LPV: \$0.38
DIGITAL	KEY TAKEAWAY: We continued into July with a strong media mix of display, native, and connected TV to finish out our Gap Campaign. We saw outstanding display performance with a CTR of .37%, well above the industry benchmark of .08%. We also saw impressive engagement performance with the C/Engagement coming in at \$3.19, well below the industry benchmark of \$5.00!
	DISPLAY Impressions: 4,860,785 Clicks: 17,748 CTR: 0.37% CPC: \$2.53 Spend: \$44,817.59
	ENGAGEMENT Total: 14,066 C/Engagement: \$3.19 Engagement Rate: 0.29%
VIDEO Impressions: 1,950,242 Clicks: 7,451 Completions: 1,714,274 VCR: 87.9% CPV: \$0.04 Spend: \$63,554.65	

Campaign Performance Report

Tier 2: Standard Package

Partner Investment	\$3,500 – \$5,000
Chattanooga Match	100%
Estimated Impressions	Social – 250,000 , Display/Video - 1,000,000
Campaign Timing	4 Weeks, November - December
Media Package	<ul style="list-style-type: none">• Promotion of 2 social ads on Facebook + Instagram (1 post per week)• Promotion of 6 Digital Display Banners OR Promotion of 1 thirty second digital video• Audience prospecting + retargeting• Campaign Performance Report

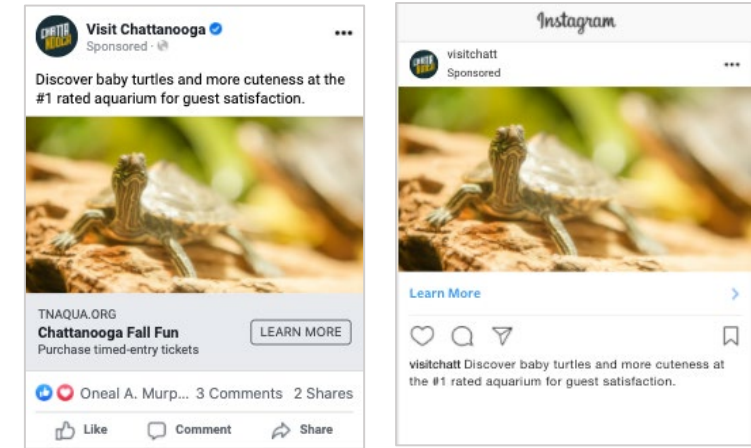
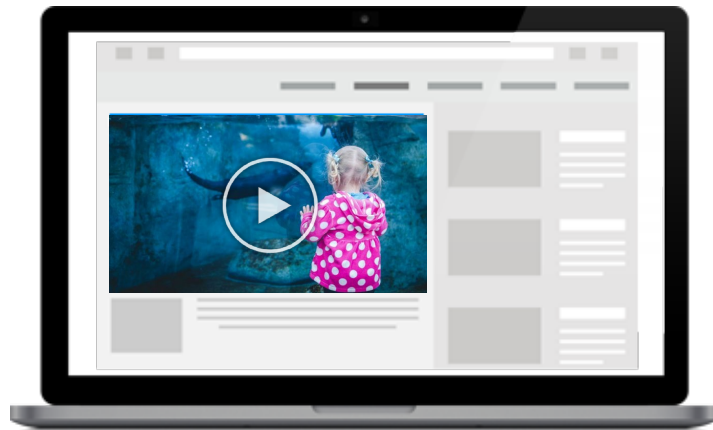
Tier 2: Standard Package Examples



Promoted Digital Display Banners

OR

Promoted Pre-roll Video



Promoted Social Media Posts

CHATTANOOGA TOURISM CO. + MILES PARTNERSHIP

Monthly Media Reporting
July, 2020

OVERVIEW

A look back at the 2020 Media Metrics, highlighting performance from our 2020 gap campaign, which was inclusive of Social Media, SEM, and Digital.

SOCIAL

KEY TAKEAWAY: During July, we continued to promote blog posts, video creative, and social carousel creative. Our total social spend for the month came in at \$20,823.92. Overall, we saw strong user engagement with 429 post shares, 548 saves, 167 comments, and 3,090 reactions.

VIDEO

1. When was the last time
2. Brand Anthem
3. Brand Anthem Cutdowns
Spend: \$9,842.57
Impressions: 1,209,402
Thru-plays: 639,895
Cost/Thru-Play: \$0.02
Avg. play time: 31s

PROMOTED POSTS

1. Riverwalk (top performer)
2. Clean & Safe Guidelines
3. Planning Your RV Trip
Spend: \$4,683.68
Impressions: 1,551,673
LPVs: 7148
Cost/LPV: \$0.68

CAROUSEL AD

Spend: \$6,097.27
Impressions: 1,847,863
LPVs: 15,500
Cost/LPV: \$0.38

DIGITAL

KEY TAKEAWAY: We continued into July with a strong media mix of display, native, and connected TV to finish out our Gap Campaign. We saw outstanding display performance with a CTR of .37%, well above the industry benchmark of .08%. We also saw impressive engagement performance with the C/Engagement coming in at \$3.19, well below the industry benchmark of \$5.00!

DISPLAY

Impressions: 4,860,785
Clicks: 17,746
CTR: 0.37%
CPC: \$2.53
Spend: \$44,817.59

ENGAGEMENT

Total: 14,066
C/Engagement: \$3.19
Engagement Rate: 0.29%

VIDEO

Impressions: 1,950,242
Clicks: 7,451
Completions: 1,714,274
VCR: 87.9%
CPV: \$0.04
Spend: \$63,554.55

Campaign Performance Report

Tier 3: Premium Package

Partner Investment	\$5,000 - \$10,000
Chattanooga Match	100%
Estimated Impressions	250,000 Social, 2,000,000 Display/Video, 20,000+ Email
Campaign Timing	4 Weeks, November - December
Media Package	<ul style="list-style-type: none">• Promotion of 2 social ads on Facebook + Instagram (1 post per week)• Promotion of 6 Digital Display Banners OR Promotion of 1 thirty second digital video• Audience prospecting + retargeting• Chattanooga Tourism Co. Industry E-Newsletter Feature• Campaign Performance Report

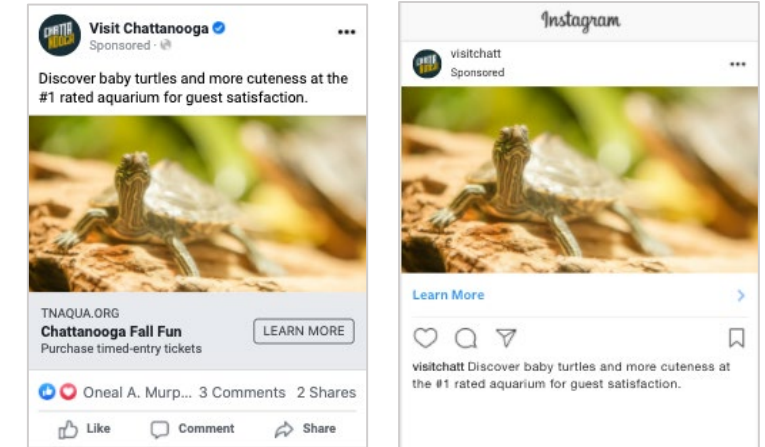
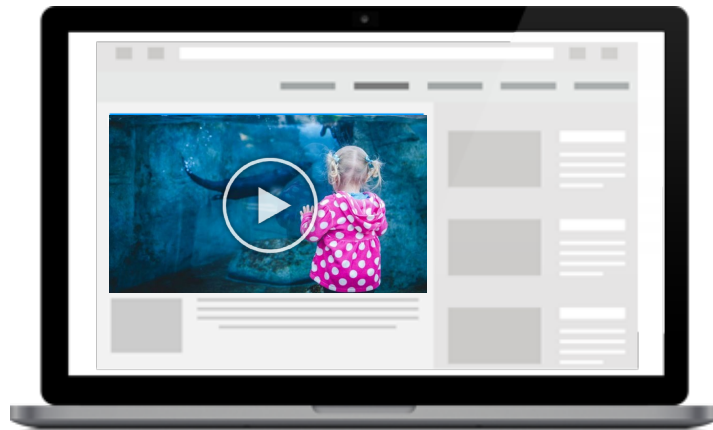
Tier 3: Premium Package Examples



Promoted Digital Display Banners

OR

Promoted Pre-roll Video



Promoted Social Media Posts



E-Newsletter Feature

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	VIDEO 1. When was the last time 2. Brand Anthem 3. Brand Anthem Countdown Spend: \$9,842.37 Impressions: 1,209,402 Thru-plays: 630,885 Cost/Thru-Play: \$0.02 Avg. play time: 31s.	PROMOTED POSTS 1. Riverwalk (top performer) 2. Clean & Safe Guidelines 3. Planning Your RV Trip Spend: \$4,863.68 Impressions: 1,551,673 LPV: 7248 Cost/LPV: \$0.68	CAROUSEL AD Spend: \$6,097.27 Impressions: 1,947,863 LPV: 15,960 Cost/LPV: \$0.38
DIGITAL	KEY TAKEAWAY: We continued into July with a strong media mix of display, native, and connected TV to finish out our Gap Campaign. We saw outstanding display performance with a CTR of .37%, well above the industry benchmark of .08%. We also saw impressive engagement performance with the C/Engagement coming in at \$3.19, well below the industry benchmark of \$5.00!		
	DISPLAY Impressions: 4,860,785 Clicks: 17,748 CTR: 0.37% CPC: \$2.53 Spend: \$44,817.59	ENGAGEMENT Total: 14,066 C/Engagement: \$3.19 Engagement Rate: 0.29%	VIDEO Impressions: 1,950,242 Clicks: 7481 Completions: 1,714,274 VCR: 87.9% CPV: \$0.04 Spend: \$63,554.55

Campaign Performance Report

3:1 Value

How far your investment will go

Basic

Investment — \$1k-\$2,500
+ 1:1 Match
+ Agency Services
+ Bonus Editorial
Total value = \$3k-\$5k

Standard

Investment — \$3,500-\$5k
+ 1:1 Match
+ Agency Services
+ Bonus Editorial
Total Value = \$10,500-\$15k

Premium

Investment — \$5k-\$10k
+ 1:1 Match
+ Agency Services
+ Bonus Editorial
Total Value = \$15k-\$30k

2021 Budgeting

Chattanooga Tourism Co. plans to offer the partner co-op program seasonally in 2021.

Please keep these opportunities in mind as you plan your budgets.

1

Family Spring Break

2

Summer

3

Fall

4

Holidays

Corporate Partnerships

Partner with the Chattanooga Tourism Co. and get your corporation in front of millions of visitors and/or 30,000 tourism professionals.



1

Chattanooga Sports

2

Chattanooga Tourism Summit

3

Chattanooga Tourism Ambassadors

4

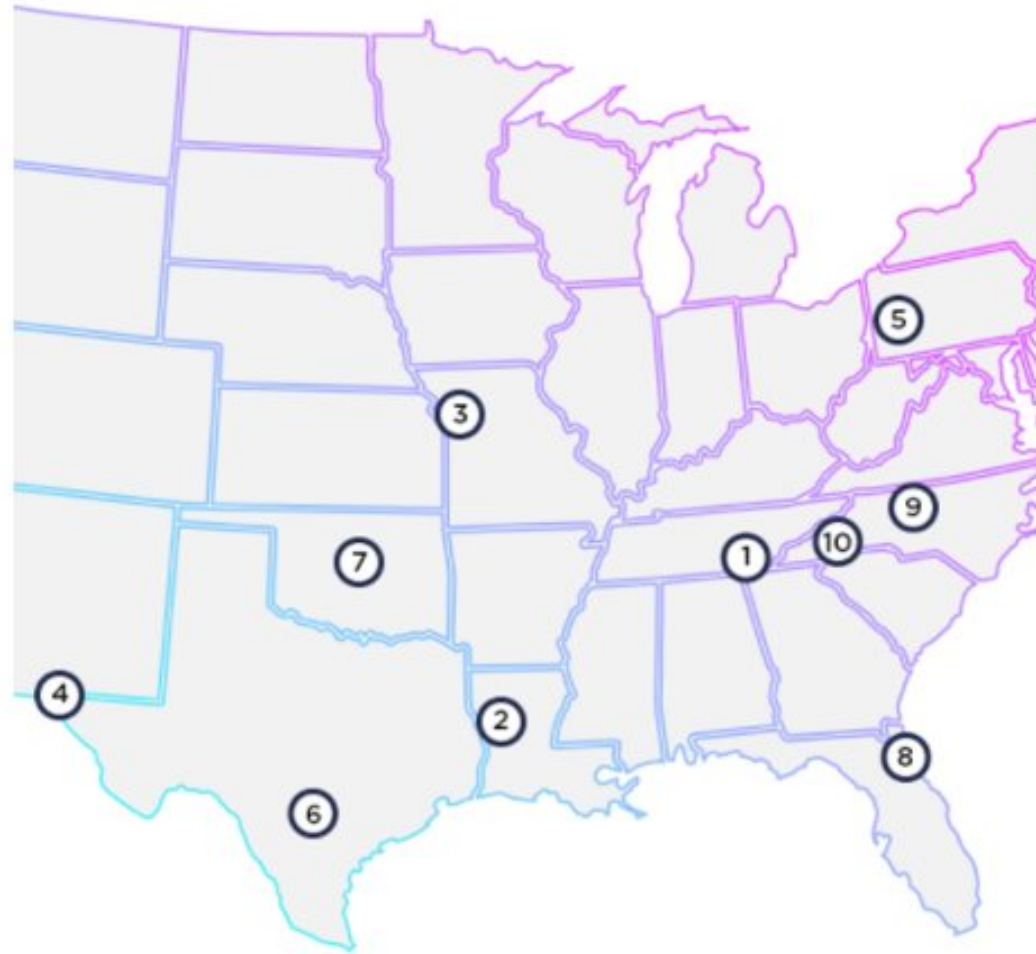
Co-Branded Collateral

**ZILLOW:
CHATTANOOGA #1
FOR REMOTE WORKERS**

**COVERED BY
TIMEOUT OCT 19, 2020**

Ten Best Metros for Remote Workers

Where fast internet meets affordable real estate



1 Chattanooga, TN-GA	
 151.23	 \$141,700
Speed Score	Median Home Value
2 Shreveport, Louisiana	
 107.66	 \$103,300
Speed Score	Median Home Value
3 Kansas City, MO-KS	
 128.76	 \$195,900
Speed Score	Median Home Value
4 El Paso, TX	
 90.47	 \$120,800
Speed Score	Median Home Value
5 Pittsburgh, PA	
 102.14	 \$146,200
Speed Score	Median Home Value
6 San Antonio, TX	
 119.97	 \$201,400
Speed Score	Median Home Value
7 Oklahoma City, OK	
 95.13	 \$144,200
Speed Score	Median Home Value
8 Jacksonville, FL	
 113.16	 \$210,200
Speed Score	Median Home Value
9 Piedmont Triad, NC	
 89.50	 \$137,000
Speed Score	Median Home Value
10 Charlotte-Gastonia, NC	
 115.59	 \$221,100
Speed Score	Median Home Value

CONTACT

General Partnership - Dawn Gilbert

Dawn@ChattanoogaTourism.com

Digital Advertising – Kami Rowe

Kami@ChattanoogaTourism.com

Magazine Advertising – Marrissa Bell

Marissa@ChattanoogaTourism.com

Marketing Co-Op –Sean Phipps

Sean@ChattanoogaTourism.com

Schedule One-On-Ones

<https://calendly.com/kami-rowe>

VisitChattanooga.com/Partnership

- Partnership Kit
- This PowerPoint Presentation
- Recording of this Webinar



CHATTANOOGA

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