



**CHATTA  
NOOGA**

## **OFFICIAL PARTNERSHIP KIT**

Honor Hostetler  
Director of Partnership  
[Honorh@chattanooga.gov](mailto:Honorh@chattanooga.gov)  
(423) 424-4439

# ABOUT THE CHATTANOOGA CONVENTION & VISITOR BUREAU

## MISSION

To promote and develop visitor experiences for our community's economic and social prosperity

## VISITOR PROMISE

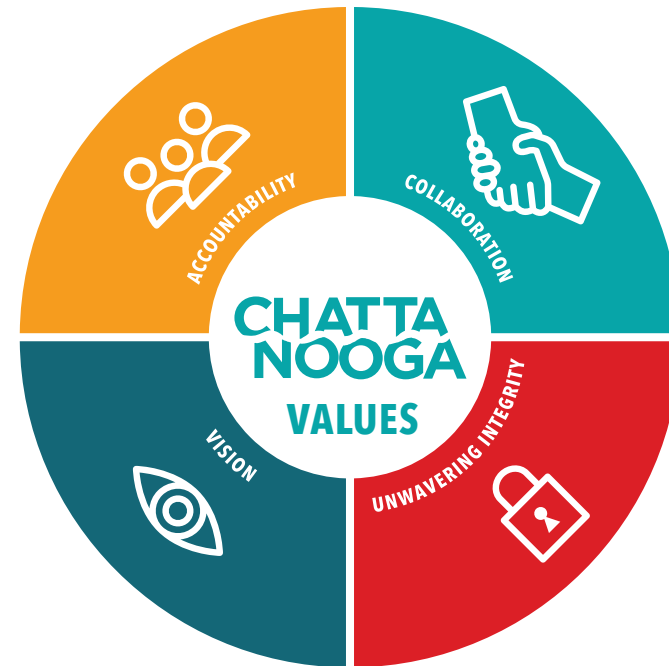
We connect visitors to Chattanooga experiences

## PARTNER PROMISE

We champion tourism-related economic opportunities for our community

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EVERYDAY IN CHATTANOOGA VISITORS SPEND...



Sources: 2017 Tennessee Department of Tourist Development and Longwoods International

# BASIC LISTING

# FEATURES

Exposure to > 2M Visitors with a Listing on chattanoogaofun.com	✓
Ability to Submit Events to Public Calendar	✓
Subscription to Upcoming Convention Calendar	✓
Opportunity for Inclusion in Digital and Printed Materials	✓
Invitation to Hospitality Training Program	✓
Invitation to Annual Tourism Summit	✓

FREE



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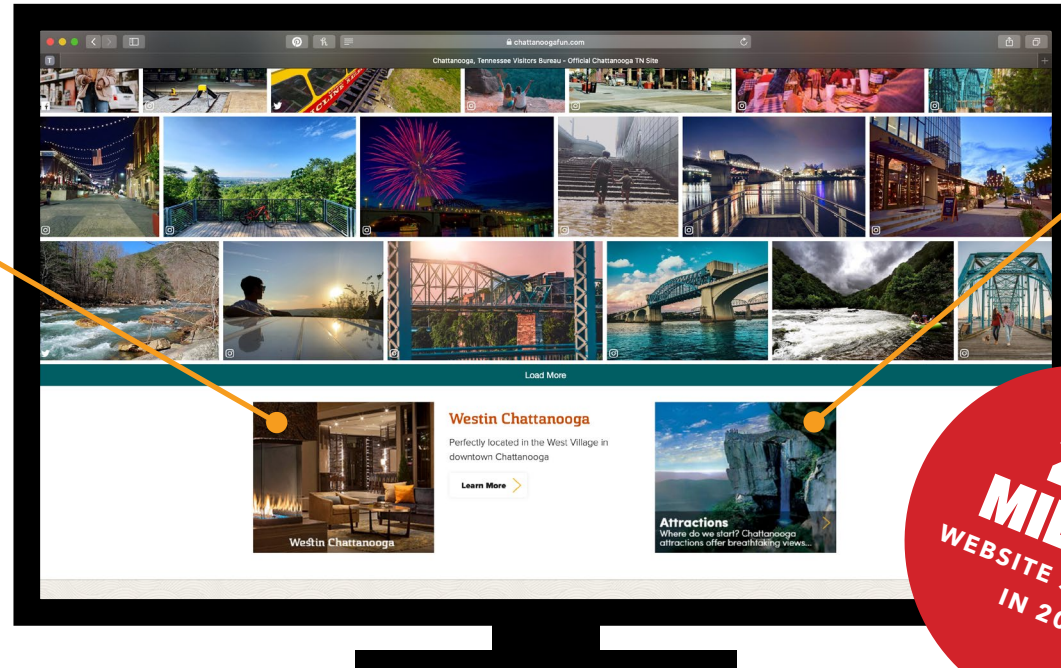
## RESTAURANTS & ATTRACTIONS

	THINGS TO DO BASIC	THINGS TO DO PROMOTIONAL
Company Media Notices featured in Monthly Tourism Newsletter		✓
Guaranteed Social Promotion (Crowdriff, Twitter, Facebook, Instagram)		✓
Inclusion in Group Leader Book and Online version		✓
Enhanced Web Listing (5 Social Media Links, Digital Coupons, Event Listings, 5 Photos, Expanded Business Description, Map Listing)	✓	✓
Inclusion in "Things to Do" Digital Itinerary	✓	✓
Priority Listing in Online Directory	✓	✓
Exposure to > 2M Visitors with a Listing on chattanoogafun.com	✓	✓
Ability to Submit Events to Public Calendar	✓	✓
Subscription to Upcoming Convention Calendar	✓	✓
Opportunity for Inclusion in Digital and Printed Materials	✓	✓
Access to Extranet to Update Contacts and Business Information	✓	✓
Invitation to Hospitality Training Program	✓	✓
Invitation to Annual Tourism Summit	✓	✓
	\$500	\$1,200

# ADVERTISING OPPORTUNITIES ON CHATTANOOGAFUN.COM

## HOMEPAGE SPONSOR

- Photo - 300 x 250 Pixels
- Includes Name Plus Text
- "Learn More" Button Links to Your Website



## RUN-OF-SITE AD

- Photo - 300 x 250 Pixels
- Includes Name Plus Text

**2.8  
MILLION**  
WEBSITE SESSIONS  
IN 2018

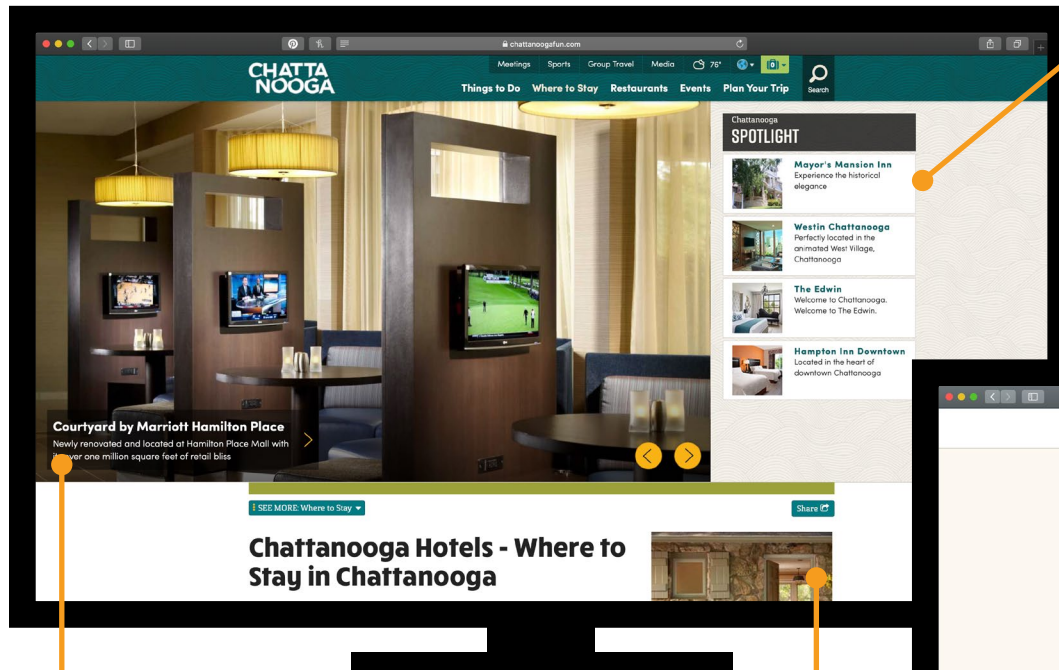
With **50,000 email subscribers**; **500,000 social media followers**; and **2.8 million website sessions in 2018** the Chattanooga CVB has built the most powerful locally-operated digital presence in Chattanooga with the purpose of connecting businesses with people looking to spend money in the Chattanooga area.

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# ADVERTISING OPPORTUNITIES ON CHATTANOOGAFUN.COM



## HEADER IMAGE SPONSOR

- Best Branding Opportunity
- Photo - Large 16:9 Image
- Includes Name Plus Text

## PREMIUM PAGE SPONSOR

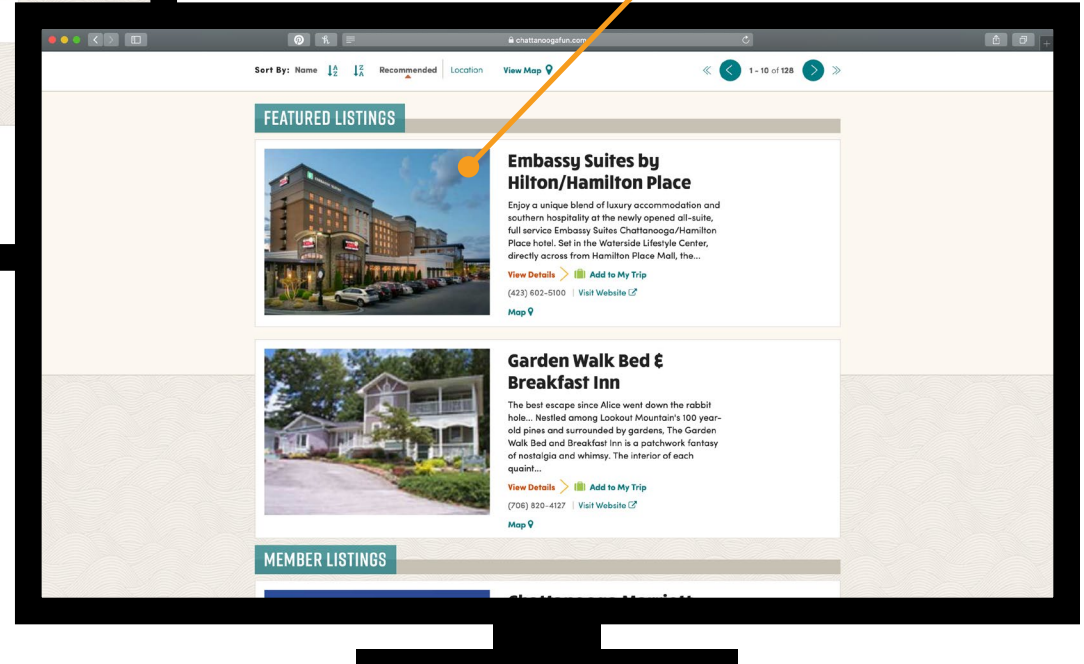
- Photo - 300 x 250 Pixels
- Includes Name Plus Text

## PARTNER SPOTLIGHT

- Highest Performing CTR
- Photo - 90 x 200 Image
- Includes Name Plus Text

## FEATURED PARTNERS

- Top Result Placement
- Features Your Listing



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# FEATURED BLOGS & SOCIAL MEDIA PROMOTION

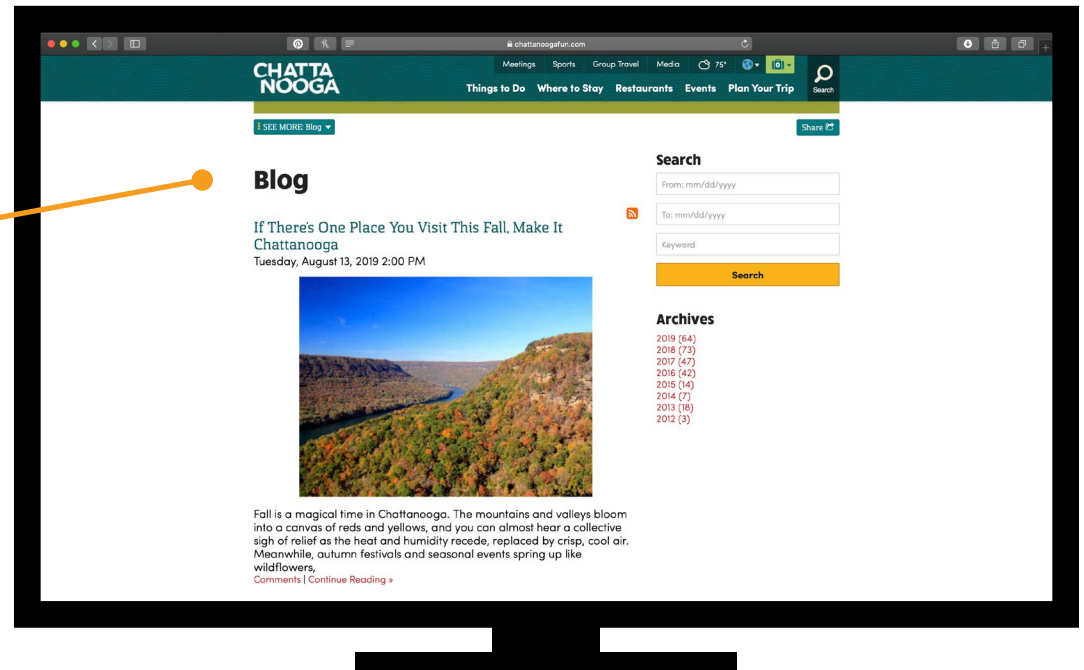
## NATIVE ADVERTISING OPPORTUNITIES

The Chattanooga CVB Digital Experience Team will feature your business amongst the editorial coverage. This native advertising opportunity includes the following...

- **Featured Blog on your Business or Facility**
- Social Media Promotion of Featured Blog Post
- Guaranteed High-Quality Views of Blog Post (1+ Minute Time on Site)

## TARGET AUDIENCES

- Leisure Targeted Promotion Includes 1,500 Guaranteed Views
- Meeting Facility Promotion Includes 750 Guaranteed Views
- Bonus Free = We guarantee views, but some blogs receive thousands more views





# ADVERTISEMENT REPORTING

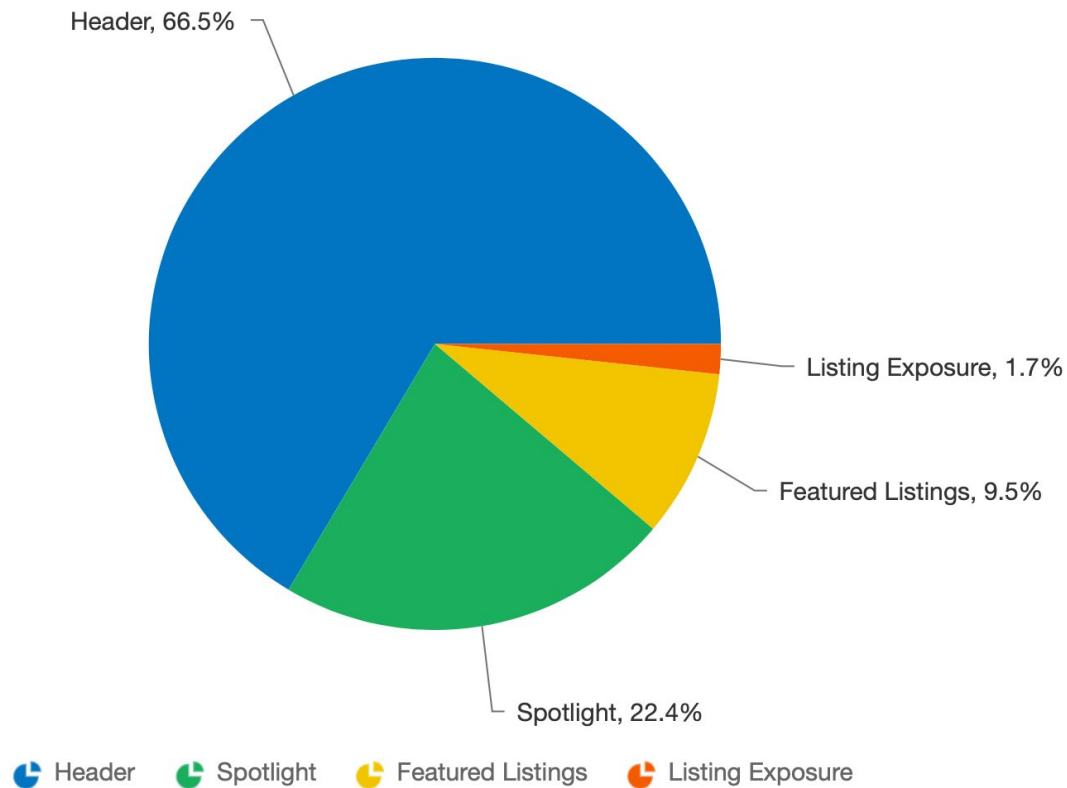
## REPORTING

Get full real-time reporting on  
the success of your  
advertising.

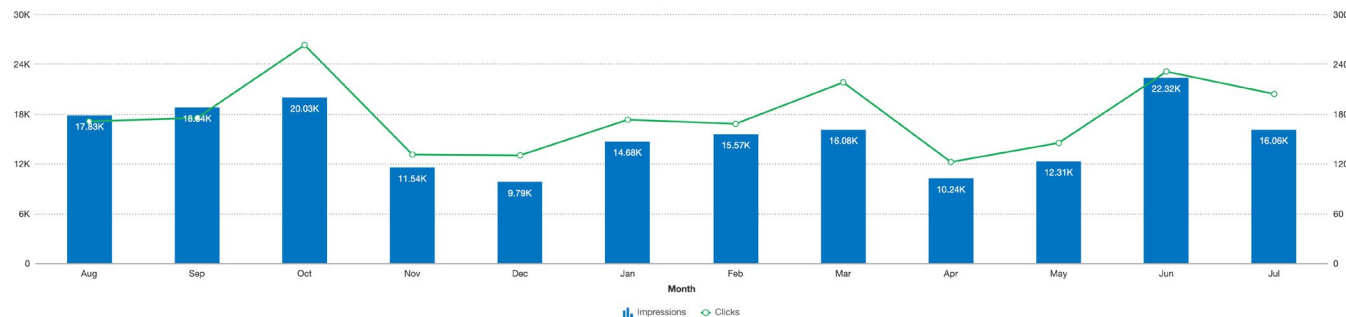
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## IMPRESSIONS LAST MONTH



## TRAILING 12 MONTHS



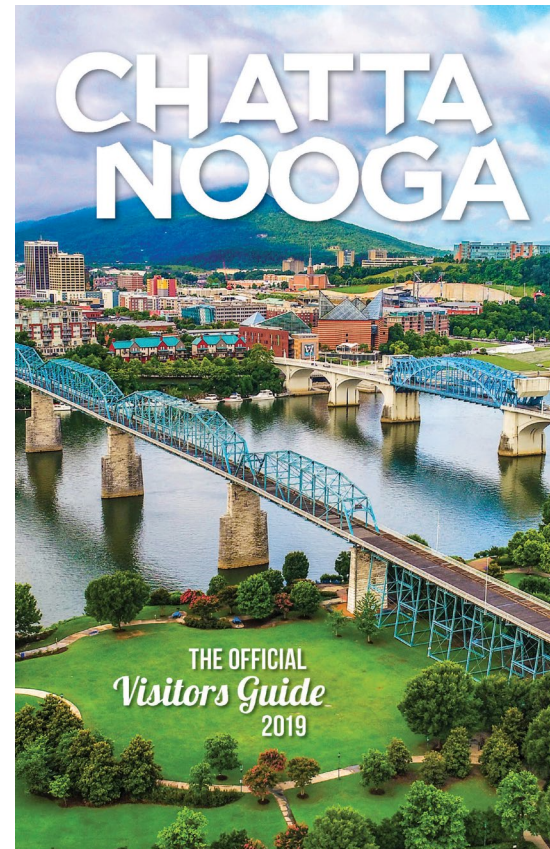


# CHATTANOOGA OFFICIAL PUBLICATIONS

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# CHATTANOOGA

## RE-VISIONING THE OFFICIAL VISITORS GUIDE



The Chattanooga CVB's 2020 destination publication, also known as the "Official Chattanooga Visitors Guide". This guide provides inspirational stories that capture Chattanooga's lifestyle, inspiring people to connect with Chattanooga experiences. The guide is either mailed to visitors planning a trip to Chattanooga or picked up by visitors at our Visitor Center, the State Visitors Centers, AAA, Convention Center, Hotels, Airport, Attractions, Restaurants and many other highly trafficked locations. The next issue is expected to be released in March 2020. Please reach out to our partners at the Times Free Press – **Kate Brennan (423)-757-6308 kbrennan@timesfreepress.com** if you would like more information about advertising in this publication.

# THE ANNUAL CHATTANOOGA TOURISM SUMMIT

The Tourism Summit is the largest gathering of tourism professionals in the Chattanooga area.  
700+ attendees, exhibits, and sponsors supporting tourism and the Chattanooga CVB's mission.

LEVEL	AMOUNT	BENEFITS
TOURISM CHAMPION	\$5,000	<ul style="list-style-type: none"><li>• Company representative included within the event program will have scripted introduction of the speakers and promotional mentions for your organization within the "Run of Show"</li><li>• Company will receive a digital branding package (to include, but not limited to) company logo included in Event Reminder, CVB social media promotion through Facebook and LinkedIn professional services, logo on CVB website event page inclusion, digital logo scroll throughout the event program and digital logo integration within our event video assets</li><li>• Print collateral will consist of company logo in the program along with table recognition</li><li>• 2 luncheon tables consisting of sixteen (16) seats</li><li>• Complementary Exhibitor Booth which consists of 1 Premiere Placement of 6' skirted table with 2 chairs in the reception/networking area to promote your organization</li></ul>
TOURISM SPONSOR	\$750	<ul style="list-style-type: none"><li>• One (1) luncheon table consisting of eight (8) seats</li><li>• Digital logo scroll throughout the event program</li><li>• Listing on CVB website event page inclusion</li><li>• Company listed in program and table recognition</li></ul>
TABLE	\$500	<ul style="list-style-type: none"><li>• 1 luncheon table consisting of eight (8) seats and table recognition</li></ul>
INDIVIDUAL TICKET	\$65	<ul style="list-style-type: none"><li>• 1 luncheon seat at open seating tables designated by the Chattanooga CVB</li></ul>
EXHIBITOR	\$350	<ul style="list-style-type: none"><li>• Limited to 15 booths</li><li>• 2 seats at open seating tables designated by the CVB</li><li>• 6' skirted table with two (2) chairs in the reception/networking area to promote your organization</li><li>• Digital logo scroll throughout the event program</li><li>• Company listing in program</li></ul>



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## DOWNTOWN VISITOR CENTER



130,000+ VISITORS  
ENGAGED YEARLY

STAFFED BY CHATTANOOGA  
EXPERTS 7 DAYS A WEEK

CENTRAL LOCATION BY  
ELECTRIC SHUTTLE TERMINAL

## ADVERTISEMENT OPPORTUNITIES

## AMOUNT

1 Brochure Rack Slot	\$200
Additional Slots	\$50

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