



PARTNERSHIP KIT

TOGETHER WE ELEVATE CHATTANOOGA

The Chattanooga Tourism Co. is the official destination marketing organization for Hamilton County, dedicated to sustainably increasing visitation and connecting guests with authentic Chattanooga experiences.

PARTNER PROMISE

We champion tourism-related economic opportunities for our community.



PARTNERSHIP PACKAGES

Join Chattanooga Tourism Co. as a partner—**FREE OF CHARGE**—and gain exclusive access to marketing, networking, and promotional opportunities designed to boost your visibility and drive business growth. Enhance your partnership with tailored packages that maximize your impact and align with your goals.

LOCOMOTIVE PACKAGE

Get started with essential exposure and business tools.

MAXIMIZE YOUR VISIBILITY

- Listing on VisitChattanooga.com, reaching 2+ million potential visitors annually
- Inclusion on Chattanooga Tourism Co.'s interactive digital map and itinerary builder
- Recognition at all digital Information Center kiosks

MARKETING & PROMOTION

- Exclusive advertising opportunities with fund-matching through Chattanooga Tourism Co.'s Co-Op programs
- Digital coupons & special offers linked to your VisitChattanooga.com listing
- Link to your TripAdvisor listing on VisitChattanooga.com
- Opportunity to submit events to the VisitChattanooga.com Events Calendar (subject to approval)
- Inclusion in relevant public relations pitches by Chattanooga Tourism Co. staff and destination development tour itineraries for journalists and influencers

ENHANCED ENGAGEMENT & TOOLS

- Partner Portal access, allowing you to update contacts, photos, promotions, business description, and social media links
- 10% discount on add-ons
- 5 online listing photos

SALES & BUSINESS GROWTH

- Receive referrals and sales leads to meeting & convention groups, sports groups, and leisure visitors upon client request
- Ability to connect with other partners through the Partner Portal
- Access to networking and educational events hosted by Chattanooga Tourism Co.

STAY INFORMED

- Regular updates, market research, and industry news from Chattanooga Tourism Co.
- Comprehensive partnership onboarding orientation
- Access to Chattanooga Tourism Co. staff for support and guidance as needed

VALUE: \$7,500 COST: \$1,000

CONDUCTOR PACKAGE

Expand your reach with more visibility, networking, and sales growth.

INCLUDES EVERYTHING IN THE LOCOMOTIVE PACKAGE, PLUS:

PREMIUM PRESENCE

A table at the annual Chattanooga Tourism Summit

EXPANDED VISIBILITY

Onsite restaurant or retail listing at the same level as your primary listing

ENHANCED DIGITAL REACH

You Pick Two: Page Sponsor, Featured Listing, Run of Site Ad placement, or Spotlight Ad placement.*

**Based on availability.*

EXCLUSIVE PRINT EXPOSURE

Half-page feature in the Chattanooga Travel Inspiration Magazine

MORE VISUAL IMPACT

8 online listing pictures

VALUE: \$13,500 COST: \$5,000

ENGINEER PACKAGE

Maximize your presence with premium digital, print, and sales exposure.

INCLUDES EVERYTHING IN THE LOCOMOTIVE AND CONDUCTOR PACKAGES, PLUS:

MAXIMUM DIGITAL EXPOSURE

- “I Want It All” online ad bundle: Header Image, Run of Site Ad placement, Spotlight Ad placement, Page Sponsor, Featured Listing
- 10 pictures on listing

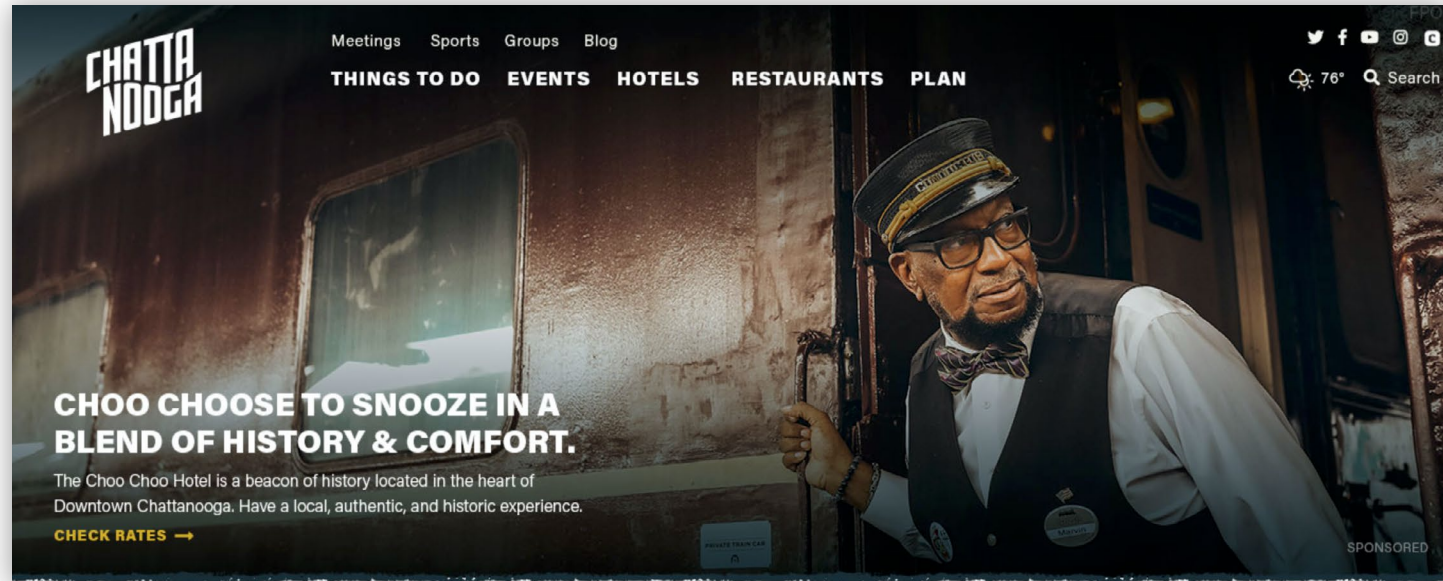
PREMIER PRINT VISIBILITY

Full-page ad in the Chattanooga Travel Inspiration Magazine



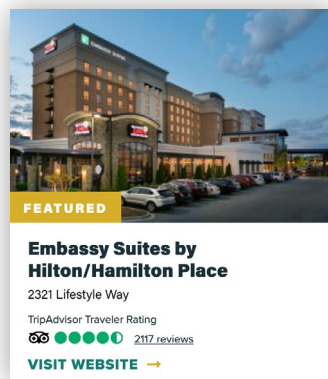
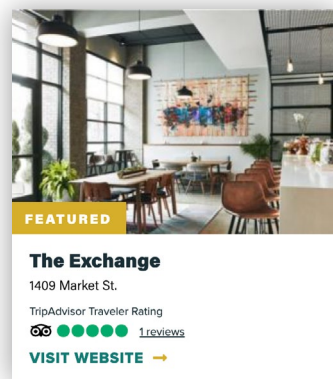
VALUE: \$17,500 COST: \$12,000

ADVERTISING OPPORTUNITIES



HEADER IMAGE SPONSOR

- Photo: 1598w x 639h pixels
- Headline Copy (45 characters) + Body Copy (100 characters)
- Runs on specific page on VisitChattanooga.com
- Links to your site or CTCo. Partner Listing
- Located "above the fold," our most visible ad placement

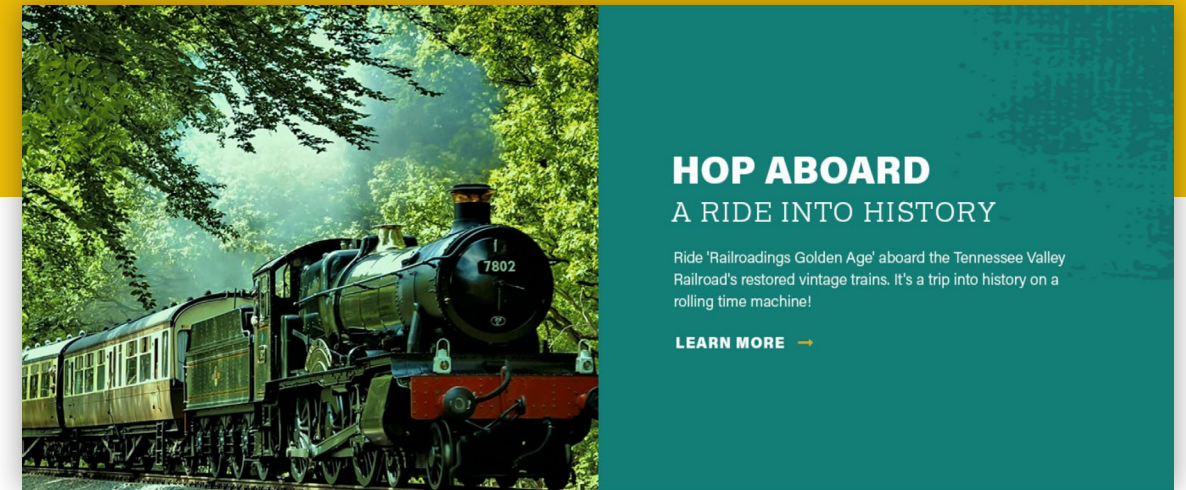


FEATURED LISTING

- Features your CTCo. Partner Listing
- Guaranteed Top Result Placement
- Runs on specific page on VisitChattanooga.com

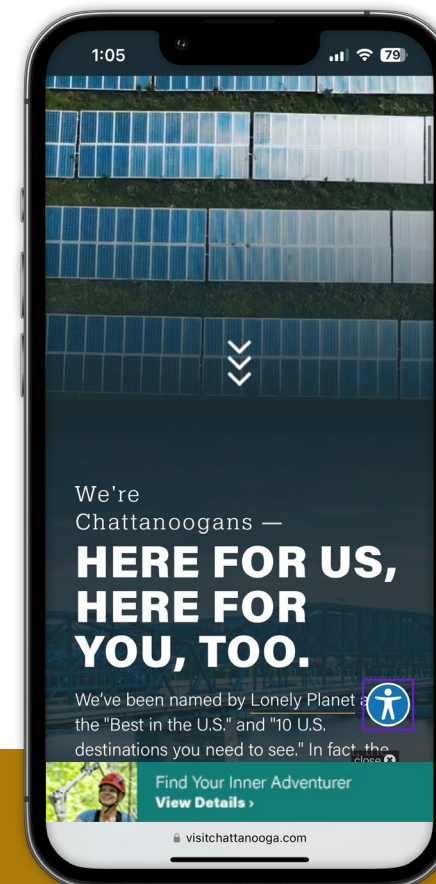
TRIPADVISOR

- This features your TripAdvisor rating on your listing, a key decision maker to set you apart as visitors pick between listings



PREMIUM PAGE SPONSOR

- Full width native advertising
- Runs on prominent featured page on VisitChattanooga.com, paired with a page recommended by our web expert
- Links to your site or CTCo. Partner Listing
- Photo: 700w x 700h pixels
- Headline Copy (up to 24 characters) + Sub-Headline Copy (up to 18 characters) + Body Copy (up to 300 characters)



MOBILE BANNER

- Runs across all mobile pages on VisitChattanooga.com
- Photo: 110w x 110h pixels
- Headline Copy (33 characters) + Call-to-Action (60 characters)
- Lnk to your site or CTCo. Partner Listing



VISITCHATTANOOGA.COM HAD 6.8 MILLION IMPRESSIONS AND 2.3 MILLION ACTIVE USERS IN 2025.

ADVERTISING OPPORTUNITIES

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](#)

SPOTLIGHT

- Runs across all pages on VisitChattanooga.com
- Photo: 529w x 529h pixels
- Headline Copy (up to 62 characters) + Body Copy (up to 130 characters)
- “Learn More” button links to your site or CTCo. Partner Listing

RUN OF SITE

- Photo: 678w x 678h pixels
- Headline (up to 96 characters) + Body Copy (up to 180 characters)
- Runs across all pages on VisitChattanooga.com
- Links to your site or CTCo. Partner Listing

SPONSORED CONTENT

The sky is the limit at Cottages in the Clouds
The Cottages in the Clouds are nestled on an 8-acre wooded site on top of Lookout Mountain, Georgia just 25 minutes from downtown Chattanooga.
[LEARN MORE](#)

This isn't home cooking - but it is satisfying, warm and welcoming.
Public House offers customers a comfortable gathering place to enjoy dishes made from trusted ingredients and cocktails that are as vibrant as the city.
[LEARN MORE](#)

EMAIL BLAST NATIVE AD

- Photo: 110w x 110h pixels
- 1 short subject line with a description that is 45 words or less
- Only 12 available—1 ad space per monthly consumer e-blast
- “Call-to-Action” button links to your site or CTCo. Partner Listing

Savor the Holiday Spirit with an Unforgettable Food Tour

Taste local flavors, explore hidden culinary gems, and create lasting memories. This season, choose experiences over items—immerse yourself in the joy of culture and cuisine for a story worth reliving with **Chatt Taste Food Tours**.

[Let's Go!](#)



INFORMATION KIOSKS

Horizontal and landscape kiosk placements (480w x 1080h pixels and 1080w x 250h pixels)



SPONSORED CONTENT

Let our audience discover *your* story. With top-ranking SEO and high web traffic, a blog feature on our site puts your business or event right where travelers are already looking. You provide the details; we'll make sure it shines on our platform



CHATTANOOGA TRAVEL INSPIRATION MAGAZINE

Interior Placement

- Full Page Print Issue Ad
- Website Ad [Photo: 678w x 678h pixels; Headline (up to 96 characters) + Body Copy (up to 180 characters)] on magazine microsite

Premium Print Placement

- Inside Front Cover, Inside Back Cover, or Section Cover opportunities



THE TRAVEL INSPIRATION MAGAZINE IS DISTRIBUTED TO DRIVE MARKETS, AND LOCALLY TO CONVENTION ATTENDEES AND VISITORS.

SPONSORSHIP

CO-OP

Each year, nearly 500 stakeholders from across Hamilton County—including hospitality and tourism, business, and government leaders—gather at our Tourism Summit to explore the travel and tourism industry’s impact on our community, share insights, and discuss tourism’s future.



Our sponsoring partner opportunities offer meaningful ways to connect with the tourism community, showcase your organization, and demonstrate your commitment to Hamilton County’s economic growth. **There are many opportunities to customize support for The Tourism Summit and other Chattanooga Tourism Foundation events.** From premier visibility and networking benefits to supporting the next generation of hospitality professionals, each partnership level provides valuable exposure while strengthening our region’s tourism industry.

Looking to expand your reach? Ask us about Co-Op marketing opportunities! The Chattanooga Tourism Co. will match your investment dollar by dollar to promote both your business and Chattanooga as a destination through digital promotions.

The Co-Op program empowers tourism partners by matching advertising investments dollar-for-dollar, resulting in a total spend of **\$220K**. This collaboration brings measurable success through targeted digital and social campaigns, driving visibility for local businesses and enhancing Chattanooga’s brand.



Since its inception in 2020, the Co-Op program has **invested \$1.3M across 154 campaigns**, generating more than **250 million impressions** and fostering partnerships with organizations of all sizes.

CONTACT PARTNER@CHATTANOOGATOURISM.COM
REGARDING SPONSORING PARTNERSHIPS.

PARTNERSHIP PACKAGE ADD ONS

Boost your partnership with additional marketing and advertising opportunities designed to amplify your exposure, connect with more visitors, and drive greater engagement.

VISITCHATTANOOGA.COM AD OPPORTUNITIES

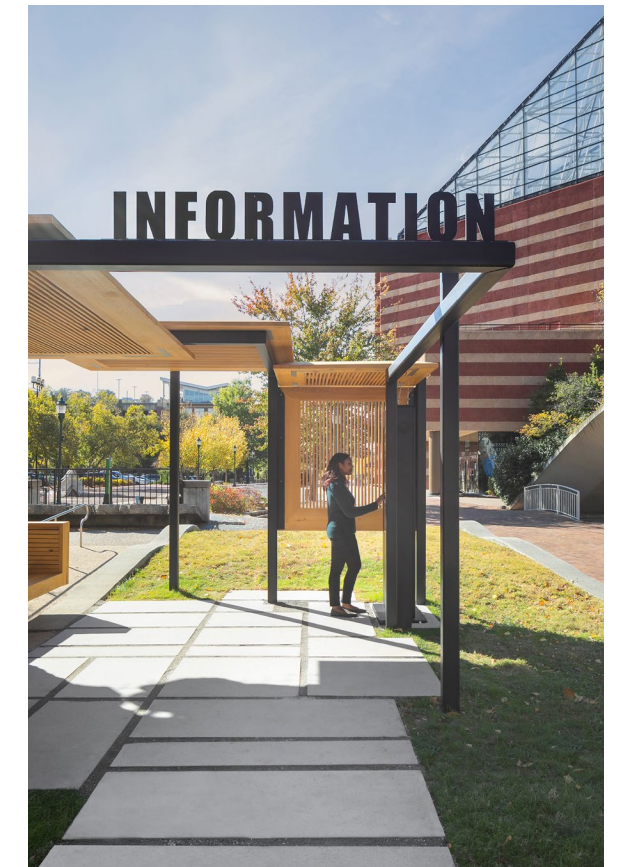
Opportunity	Inventory	Cost
Header	3 per category	\$2,000
Run of Site Ad	22	\$750
Spotlight Ad	44	\$750
Page Sponsor	4 per category	\$750
Featured Listing	15 per category	\$500
Sponsored Content	12 (1 per month)	\$750
Mobile Banner	5	\$1,000
Co-Op	\$1,000 - \$10K (1:1 match)	Range
Additional Listing	Unlimited	\$500
Additional Photos	9 per listing	\$200

CHATTANOOGA TRAVEL INSPIRATION MAGAZINE AD OPPORTUNITIES

Opportunity	Inventory	Cost
Inside Front Cover (Full Page)	1 per year	\$8,100
Inside Back Cover (Full Page)	1 per year	\$8,100
Section Cover (Full Page)	5 per year	\$6,300
Full Page	Up to 10 per year	\$5,750
Half Page	Up to 20 per year	\$3,250

ADDITIONAL OPPORTUNITIES

Opportunity	Inventory	Cost
Trip Advisor	1 per listing	\$50
Email Blast Native Ad	12 (1 per month)	\$250
Information Kiosks	18 (3 per available page)	\$250
Event Sponsorships	Contact for Availability	Range



OVER 17K VISITORS INTERACT ANNUALLY WITH OUR INFORMATION KIOSKS, LOCATED IN HIGH-TRAFFIC AREAS LIKE AQUARIUM PLAZA AND COOLIDGE PARK

READY TO PARTNER?

MIA GOODWIN

Partner Impact & Programs Manager

Mia@ChattanoogaTourism.com

