

CHATTA NOOGA TOURISM CO.



OFFICIAL PARTNERSHIP KIT

Allison Wolfe
Partnership Director
Allison@ChattanoogaTourism.com
(423) 424-4439

ABOUT THE CHATTANOOGA TOURISM CO.

MISSION

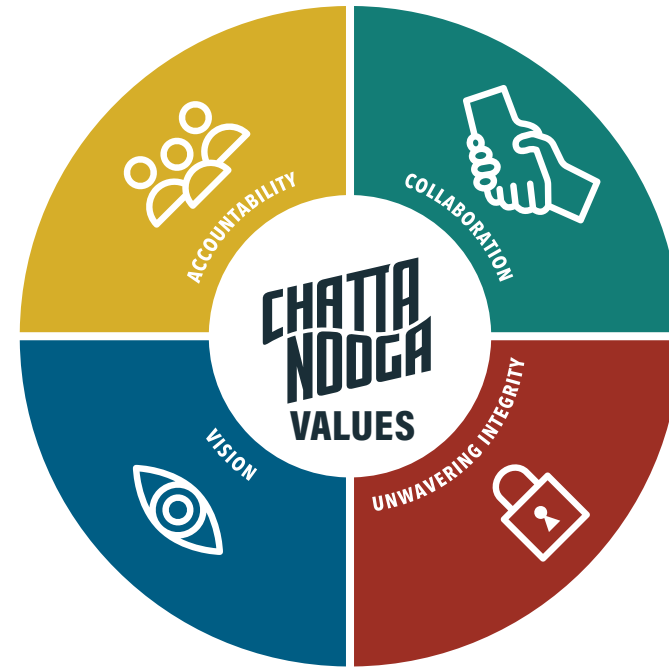
To promote and develop visitor experiences for our community's economic and social prosperity

VISITOR PROMISE

We connect visitors to Chattanooga experiences

PARTNER PROMISE

We champion tourism-related economic opportunities for our community



2021 PLANS & PROJECTIONS

CHATTANOOGA
TOURISM CO. WILL
REOPEN ITS VISITOR
CENTER AND ENGAGE

75,000+
VISITORS

CHATTANOOGA
TOURISM CO. WILL
PRODUCE A TWICE-
ANNUAL PRINTED AND
DIGITAL PUBLICATION
REACHING

400,000+
LOCALS &
VISITORS

OUR WEBSITE -
VISITCHATTANOOGA.COM
WILL SEE

3M+
VISITORS

PARTNERSHIP PACKAGES

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 Co.

FREE



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PARTNERSHIP PACKAGES	TEAL - \$500	BLUE - \$800	GOLD - \$1200
<ul style="list-style-type: none"> Enhanced Priority Listing on VisitChattanooga.com - Teal PKG = Up to 5 photos, Blue PKG = Up to 8 photos, Gold PKG = Up to 10 photos 	●	●	●
<ul style="list-style-type: none"> Enhanced access to CTC Partner Extranet with ability to update Contacts and Business information 	●	●	●
<ul style="list-style-type: none"> Ability to post Digital Coupons and Events directly to your listing 	●	●	●
<ul style="list-style-type: none"> Ability to submit events to VisitChattanooga.com Online Public Calendar 	●	●	●
<ul style="list-style-type: none"> Subscription to Confidential Convention Calendar 	●	●	●
<ul style="list-style-type: none"> Opportunity to attend CTC Functions and Events 	●	●	●
<ul style="list-style-type: none"> Receive regular CTC Updates, Information, and News 	●	●	●
<ul style="list-style-type: none"> Company Media Notices featured in Tourism Newsletter 	●	●	●
<ul style="list-style-type: none"> Opportunity for Referrals and Sales Leads to Meeting & Convention Groups, Sports Groups, and Leisure Visitors. 	●	●	●
<ul style="list-style-type: none"> Social Media Promotion (Twitter, Facebook, Instagram, Crowdriff) 		●	●
<ul style="list-style-type: none"> Invitation and Complimentary tickets to Annual Tourism Summit 		●	●
<ul style="list-style-type: none"> Brochure Slot at Chattanooga Tourism Locations 		●	●
<ul style="list-style-type: none"> Additional listing(s) on VisitChattanooga.com web pages 			●
<ul style="list-style-type: none"> Priority Listing on CTC Onsite Map Publisher 			●
<ul style="list-style-type: none"> Event/Meeting Facilities Promotion & Priority Listing on VisitChattanooga.com Meetings Page 			●
<ul style="list-style-type: none"> Onsite Restaurant included in "Where to Eat" page [2] 			●
<ul style="list-style-type: none"> Special Invitation to CTC Ambassador Program. 			●
<ul style="list-style-type: none"> Inclusion in Online "Things To Do Itinerary" [1] 			●

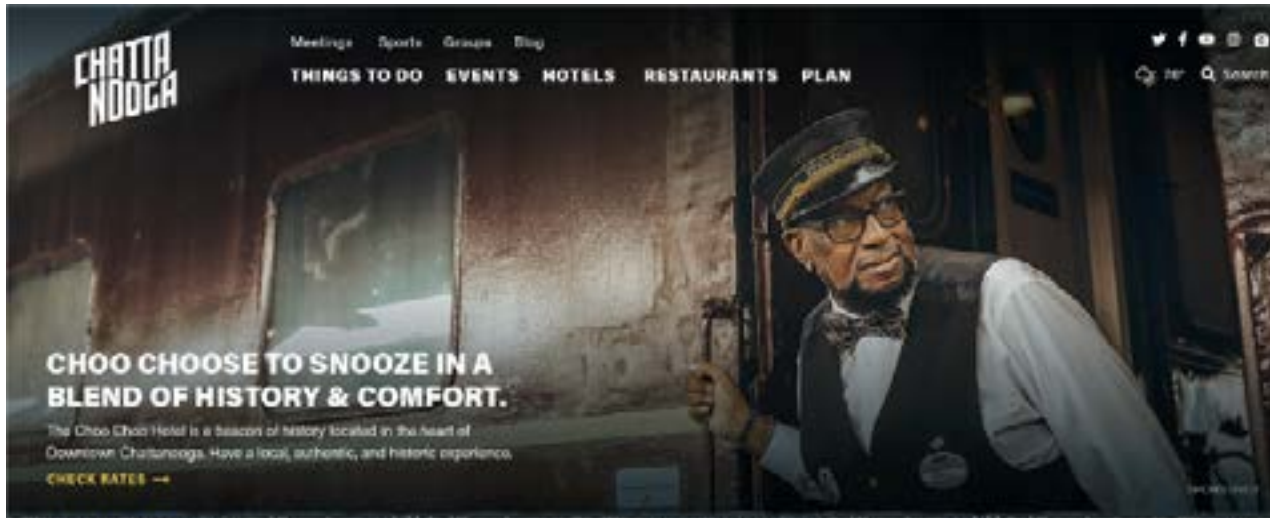
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[1] This benefit applies to Restaurants & Attractions. [2] This benefit applies to Accommodations/Lodging with an Onsite Restaurant



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ADVERTISING OPPORTUNITIES ON VISITCHATTANOOGA.COM

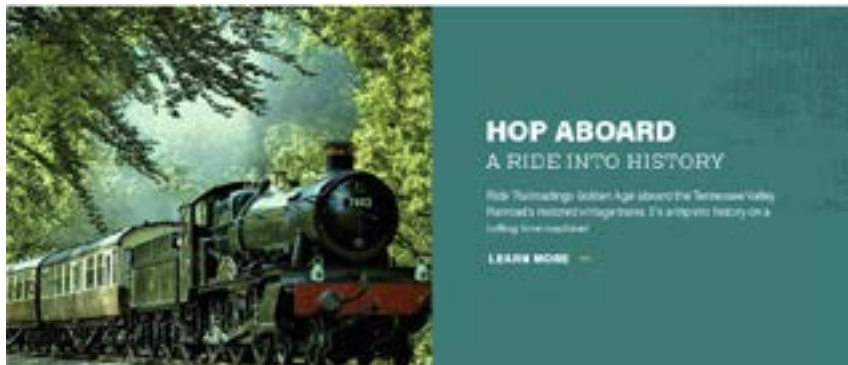


HEADER IMAGE SPONSOR

- 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 CTC Partner Listing

PREMIUM PAGE SPONSOR

- Photo : 700w x 700h pixels
- Headline Copy (24 characters) + Sub-Headline Copy (18 characters) + Body Copy (300 characters)
- Full width native advertising
- Runs on specific page on VisitChattanooga.com
- Links to your site or CTC Partner Listing



FEATURED LISTING

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

ADVERTISING OPPORTUNITIES ON VISITCHATTANOOGA.COM

RUN OF SITE

- Photo : 678w x 678h pixels
- Headline Copy (96 characters) + Body Copy (180 characters)
- Runs across all pages on VisitChattanooga.com
- "Learn More" button links to your site or CTC Partner Listing

SPOTLIGHT

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

MOBILE BANNER

- Photo : 75w x 50h pixels
- Headline Copy (33 characters) + Call-to-Action (30 characters)
- Runs across all mobile pages on VisitChattanooga.com
- "Call-to-Action" button links to your site or CTC 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 Mountains, 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](#)



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, treats and cheeses every week.

[LEARN MORE](#)



Partnership Pricing

DIGITAL PACKAGE				
*Minimum purchase of Teal partnership required				
	AD PRODUCTS	GOAL	AVAILABLE	PRICE
<p>IMPRESSIONS MATTER</p> <p>If you want to reach the most people for the least money this is your package. Get your message in front of the 3 Million people looking to spend money in the Chattanooga area.</p>	Run of Site and Spotlight Combo	Maximize impression to 3M Visitors	25	\$1,500
<p>TARGET, TARGET, TARGET</p> <p>If you want to reach people specifically looking to spend money in your industry segment (i.e. dining or accommodations, etc) this is the place for you.</p>	Page Specific Premium Page Sponsor and Featured Listing	Reach Targeted Audience	15 PER PAGE	\$2,000 Attractions & Accommodations \$1,000 Restaurants & All Others
<p>I WANT IT ALL</p> <p>Big impressions, big reach, big impact. This combines the Impressions Matter and Target, Target, Target packages, and layers on top our largest ads on an industry specific page of your choice.</p>	Header, ROS, Spotlight, Page Sponsor and Featured Listing	Maximize Everything		\$4,000 Attractions & Accommodations \$3,000 Restaurants & All Others
A LA CARTE				
<p>MOBILE BANNER</p> <p>With everything going mobile, this is an opportunity to be one of five advertisers rotating on our mobile site.</p>	Banner Locked to Bottom of Mobile Website			\$1,000
<p>SPONSORED CONTENT</p> <p>Sponsored content takes your content and puts it out via our channels. You have the opportunity to share a blog and have it promoted with \$500 at the basic level or go big with blog, video, \$1000 promotion, email, and multiple social platforms with the premium.</p>	Places Approved Content on VisitChattanooga.com and Social Media	Exposure Through Sponsored Content	12	
<p>BASIC PROMOTION</p> <p>Places approved piece of content (up to 1500 words) on VisitChattanooga.com and includes post on Facebook with \$500 social media promotion</p>	Places Approved Content on VisitChattanooga.com and Social Media	Exposure Through Sponsored Content		\$1,000
<p>PREMIUM PROMOTION</p> <p>Places approved piece of content (up to 1500 words) and video on VisitChattanooga.com, sends to qualified email subscribers and includes posts on multiple social platforms with \$1,000 social media promotion, 1st choice of months promoted</p>	Places Approved Content on VisitChattanooga.com and Social Media	Major Exposure Through Sponsored Content		\$2,000



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CHATTANOOGA



**CHATTANOOGA CURRENT
MAGAZINE
ADVERTISING OPPORTUNITIES**



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THE BEST FOOD IN THE CITY.

"UMQUAT OMNIS SEQUI ODIET, UR SAM AUT RESTIAE NE OPTASPE NIA QUI DOLOREPTIBUS DOLUPTA TUSAPER."

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CHATTANOOGA CURRENT MAGAZINE ADVERTISING OPPORTUNITIES

We are moving away from a listings-based Visitors Guide and creating a travel inspiration publication. This publication, which will be a print magazine telling the authentic stories of our tourism partners, will be fully rebuilt as a microsite on Visit-Chattanooga.com. 200,000 copies will be printed in total for the Spring/Summer and Fall/Winter issues of the magazine. An additional 200,000 readers will be targeted online. Advertising will be priced similar to previous years, but with the opportunity to run full page ads, sponsored content in the form of articles and online content, which we will drive extra traffic to through our destination marketing efforts.

5 COOL SUMMER CAMPING SPOTS NEAR CHATTANOOGA

The dog days of summer are here, and unless your idea of camping involves sitting inside a land yacht with the AC running, picking the right destination is critical. Although I once survived a 100 degree afternoon in a campsite by sitting in front of no less than six blue fans running at full tilt, it wasn't an ideal situation.

How do you stay cool while summer camping? (Short of driving to Canada, the surest way to drop the temperature is to gain altitude. Depending on conditions, you might see a five degree drop for every 1,000 feet of elevation. It's time, literally, to head for the hills.

Second, you need water. Not just to drink, but enough to immerse yourself. You need a lake, or at least a creek with a swimming hole. Finally, it wouldn't hurt to have some mountain biking, trail running, hiking, climbing or paddling nearby, would it?

1. CHILHOWEE RECREATION AREA

Strategically located atop Chickamauga Mountain between the Ocoee and the nearby Hiwassee rivers, this campground is at 2,300 feet, tall enough to feel the difference. A wide, river valley cradles the campsite with a swimming hole that kids love. The trailside with a swimming hole to Barton Falls is another popular option. Mountain biking from your campsite is superb. Mountain biking from your campsite is superb with 25 miles of trail ranging from fast forest service road to technical singletrack. After a good workout you can leave your bike on the beach and go right into the lake.



FALLS, SWIMMING HOLE, + MOUNTAIN BIKING

2. FORT MOUNTAIN STATE PARK

There's a five-mile loop for trail running right from your campsite and of course the mysterious stone walls on the summit that give the mountain its name. Did I mention picnic shaded Meador build these foundations 300 years before Columbus sailed the ocean blue? Hike up for a look, then decide for yourself.

Off season bonus! Fort Mountain also hosts a portion of the Great Wall.



4. DESOTO STATE PARK

An hour's drive south from Chattanooga, DeSoto State Park is cool in ways its nameable counterpart never imagined. The swimming pool is often crowded, but there are natural swimming opportunities along the lake. The river, which flows through the park and eventually into the oceanic Lake Lanier. Campers can wade into the oceanic Lake Lanier. Campers can wade into the oceanic Lake Lanier. Campers can wade into the oceanic Lake Lanier.



WATER COURSE, LOCAL, FISHING, AND MORE!



35-ACRE LAKE, BIKING, + SWIMMING

5. INDIAN BOUNDARY RECREATION AREA

The 160-acre site in Indian Boundary is large enough to make the two-hour drive from Chattanooga worthwhile, with swimming, mountain biking, and more. Although you're left in the foothills, the elevation is a respectable 1,800 feet. An early 3-mile trail around the perimeter is perfect for a morning jog or a weekend mountain bike ride. In fact, morning jog or a weekend mountain bike ride. In fact, morning jog or a weekend mountain bike ride. In fact, morning jog or a weekend mountain bike ride.

SUBMITTING YOUR FULL PAGE AD:

- SIZE: 8.5X11"
- SETUP: 0.125" BLEED
- BEST PRACTICE FOR FULL PAGE AD DESIGN: 1 HI-RES (300 DPI) FULL PAGE IMAGE WITH MINIMAL TEXT OR 1-2 HI-RES IMAGES WITH MINIMAL TEXT
- SPONSORED FULL PAGE ARTICLE OPTION: CONTACT ALLISON WOLFE TO HAVE MEMBER OF CHATTANOOGA TOURISM CO. CONDUCT INTERVIEW/WRITE ARTICLE.
- EXPORT AS: PDF-X1A
- EMAIL PDF TO: ALLISON@CHATTANOOGATOURISM.COM

DEADLINES:

SPRING/SUMMER DEADLINE: FEB. 26, 2021
 FALL/WINTER DEADLINE: JUNE 18, 2021

SEE PAGE 2 FOR AD PRICING DETAILS





CHATTANOOGA CURRENT MAGAZINE PRICING OPTIONS

Tier 1 - Both Issues Bundle - \$5,500/year

- Full Page Ad or Article (\$4,500 for each additional page)
- Website ad included

Tier 2 - One Issue - \$3,500/year

- Full Page Ad or Article (\$4,500 for each additional page)
- Website ad included

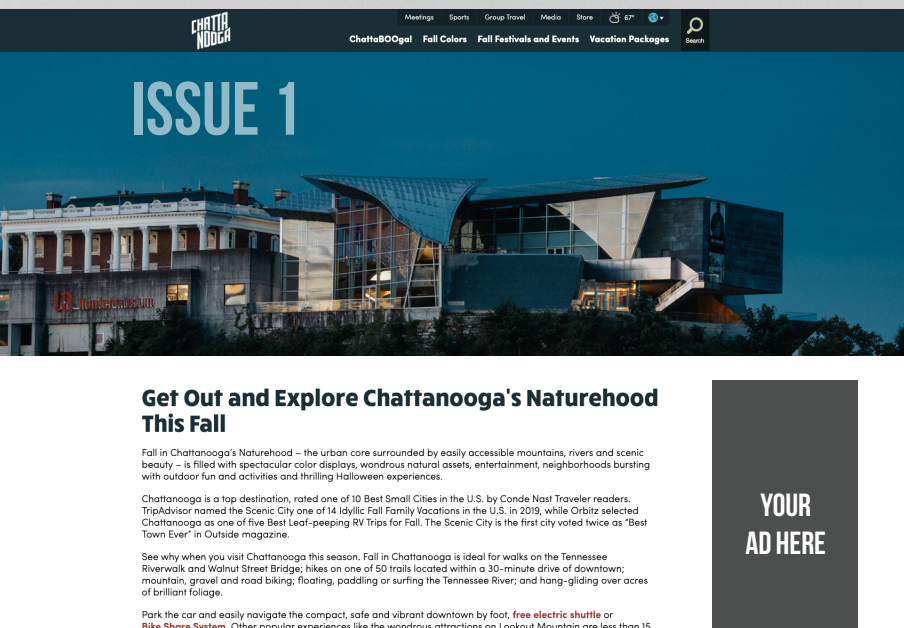
Tier 3 - Digital Presence Only - \$1,500

- Web Ad
- 1 Social Media Post

Premium Placement - Both Issues

- Back Cover - \$9,000
- Back Inside - \$6,500
- Inside Front - \$6,500

Questions/Feedback? Contact Allison Wolfe, Partnership Director, at (423) 424-4439 or at allison@chattanooga-tourism.com



PARTNERSHIP CO-OP

2021 CO-OP

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

Your investment is matched by Chattanooga Tourism Co. dollars to promote both your destination and Chattanooga

WHY CO-OP?

- 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

1. Family Spring Break

2. Summer

3. Fall

4. Holidays



For pricing options, please
contact Allison Wolfe

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CORPORATE PARTNERSHIPS

2021 CO-OP

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**

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VISITCHATTANOOGA.COM/PARTNERSHIP

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