

# CHATTA NOOGA TOURISM CO.



**OFFICIAL PARTNERSHIP KIT**

VisitChattanooga.com/Partnership  
(423) 756-8687

## ABOUT THE CHATTANOOGA TOURISM CO.

### MISSION

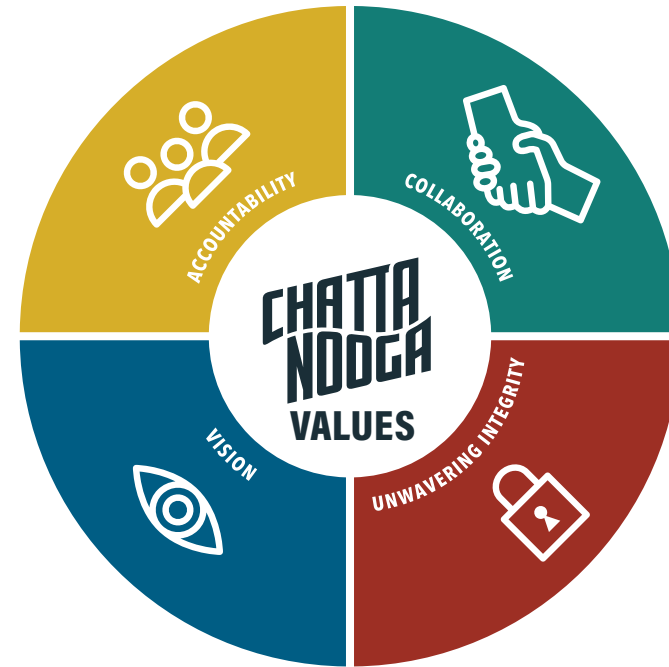
To promote and develop visitor experiences for our community's economic and social prosperity

### 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**



Dawn Gilbert  
Database Operations Manager  
Dawn@ChattanoogaTourism.com  
(423) 424-4457

PARTNERSHIP PACKAGES	TEAL - \$500	BLUE - \$800	GOLD - \$1200
▪ Enhanced Web Listing on VisitChattanooga.com - Teal PKG = Up to 5 photos, Blue PKG = Up to 8 photos, Gold PKG = Up to 10 photos	●	●	●
▪ 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.com Meetings Page			●
▪ Onsite Restaurant included in "Where to Eat" page [2]			●
▪ Special Invitation to CTC Ambassador Program.			●
▪ Inclusion in Online "Things To Do Itinerary" [1]			●

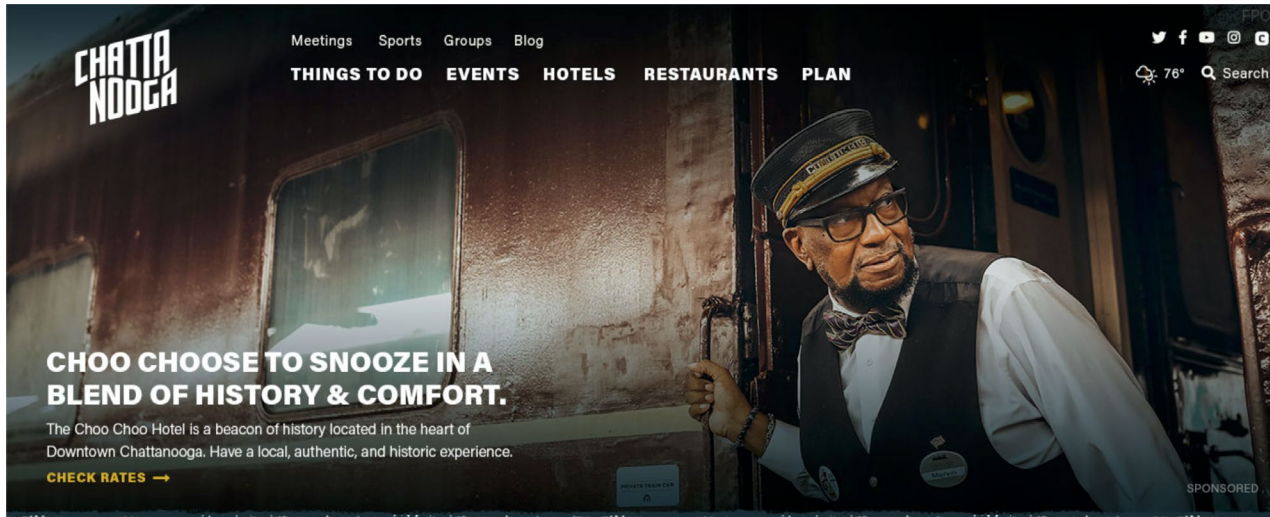
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[1] This benefit applies to Restaurants & Attractions. [2] This benefit applies to Accommodations/Lodging with an Onsite Restaurant



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# ADVERTISING OPPORTUNITIES ON VISITCHATTANOOGA.COM

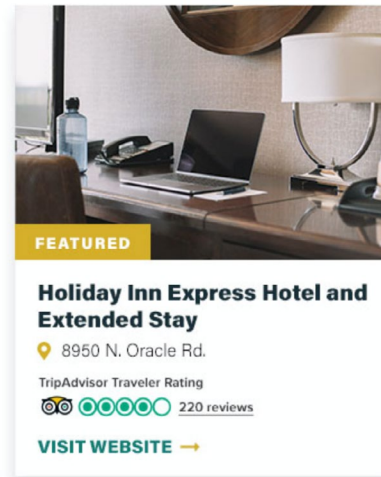


## HEADER IMAGE SPONSOR

- 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



For pricing options, please  
contact Kami Rowe

Kami Rowe  
Digital Marketing Manager  
Kami@ChattanoogaTourism.com  
(423) 424-4429



# 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

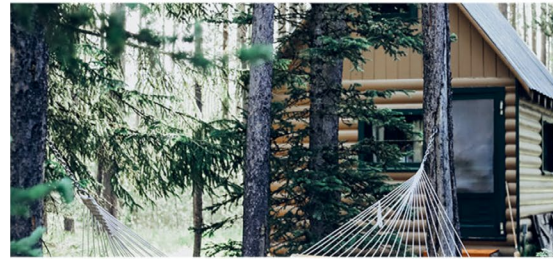
## SPOTLIGHT

- 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 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.

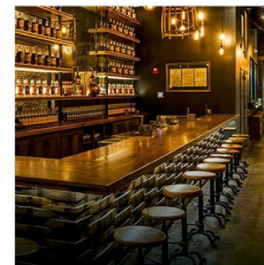
[LEARN MORE →](#)



### 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 →](#)



## Partnership Pricing

DIGITAL PACKAGE	AD PRODUCTS	GOAL	AVAILABLE	PRICE
<b>IMPRESSIONS MATTER</b> 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.	Run of Site and Spotlight Combo	Maximize impression to 3M Visitors	25	<b>\$1,500</b>
<b>TARGET, TARGET, TARGET</b> 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.	Page Specific Premium Page Sponsor and Featured Listing	Reach Targeted Audience	15 PER PAGE	<b>\$2,000</b> Attractions & Accommodations <b>\$1,000</b> Restaurants & All Others
<b>I WANT IT ALL</b> 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.	Header, ROS, Spotlight, Page Sponsor and Featured Listing	Maximize Everything		<b>\$4,000</b> Attractions & Accommodations <b>\$3,000</b> Restaurants & All Others
A LA CARTE				
<b>MOBILE BANNER</b> With everything going mobile, this is an opportunity to be one of five advertisers rotating on our mobile site.	Banner Locked to Bottom of Mobile Website			<b>\$1,000</b>
<b>SPONSORED CONTENT</b> 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.	Places Approved Content on VisitChattanooga.com and Social Media	Exposure Through Sponsored Content	12	
<b>BASIC PROMOTION</b> Places approved piece of content (up to 1500 words) on VisitChattanooga.com and includes post on Facebook with \$500 social media promotion	Places Approved Content on VisitChattanooga.com and Social Media	Exposure Through Sponsored Content		<b>\$1,000</b>
<b>PREMIUM PROMOTION</b> Places approved piece of content (up to 1500 words) and video on VisitChattanooga.com, sends to 50,000+ email subscribers and includes posts on multiple social platforms with \$1,000 social media promotion, 1st choice of months promoted	Places Approved Content on VisitChattanooga.com and Social Media	Major Exposure Through Sponsored Content		<b>\$2,000</b>



Kami Rowe  
 Digital Marketing Manager  
 Kami@ChattanoogaTourism.com  
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**NEW DIGITAL / PRINT PUBLICATION  
“ABSOLUTELY NOT A VISITORS GUIDE”**

**NEW TRAVEL INSPIRING  
DIGITAL/PRINT  
PUBLICATION**

- 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



**For pricing options, please  
contact Marissa Bell**

Marissa Bell  
PR Manager  
[Marissa@ChattanoogaTourism.com](mailto:Marissa@ChattanoogaTourism.com)  
(423) 424-4433



SPONSORED STORIES & TRADITIONAL ADVERTISING	NEW AD TYPES	PRICING
<b>Tier 1 - Both Issues Bundle</b> Full Page Ad or Article (Website Ad Included)	Full Page Spring and Fall Issues Full Page Photo/Graphic Ad	\$5,500 Per Year \$4,500 Additional Page
<b>Tier 2 - One Issue</b> Full Page Ad or Article (Website Ad Included)	Full Page Spring or Fall Issue Full Page Photo/Graphic Ad	\$3,500 Per Issue \$4,500 Additional Page
<b>Tier 3 - Digital Presence Only</b> Website Ad and 1 Social Media Post	Photo/Graphic Ad	\$1,500
<b>Premium Placement - Both Issues</b> Back Cover  Back Inside  Inside Front	Premium Placement Traditional Only	\$9,000  \$6,500  \$6,500

## 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 Sean Phipps

Sean Phipps  
Marketing Manager  
Sean@ChattanoogaTourism.com  
(423) 424-4450

## 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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