ABOUT 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.

2022 PLANS & PROJECTIONS

<table>
<thead>
<tr>
<th>CHATTANOOGA TOURISM CO. WILL REOPEN ITS VISITOR CENTER AND ENGAGE</th>
<th>CHATTANOOGA TOURISM CO. WILL PRODUCE A TWICE ANNUAL PRINTED AND DIGITAL PUBLICATION REACHING 75,000 VISITORS</th>
<th>OUR WEBSITE VISITCHATTANOOGA.COM WILL SEE 2-3M VISITORS</th>
</tr>
</thead>
</table>

Mia Jones-Johnson, Partnerships Manager
423 424 4404 | Mia@ChattanoogaTourism.com

Chris Atib, Director of Partnerships
423 424 4426 | Chris@ChattanoogaTourism.com
<table>
<thead>
<tr>
<th>Partnership Packages</th>
<th>On Track (Free) ($4,500 Value)</th>
<th>Locomotive ($1,000 (7,500 Value))</th>
<th>Conductor ($5,000 ($13,500 Value))</th>
<th>Engineer ($12,000 ($17,500 Value))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing on VisitChattanooga.com reaching 2+ million potential visitors annually.</td>
<td>1 Picture</td>
<td>5 Pictures</td>
<td>8 Pictures</td>
<td>10 Pictures</td>
</tr>
<tr>
<td>Partnership onboarding orientation.</td>
<td>Virtual</td>
<td>In Person</td>
<td>In Person</td>
<td>In Person</td>
</tr>
<tr>
<td>Marketing opportunities with Chattanooga Tourism Co. including matching advertising funds through our various co-op programs.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Partner PORTAL access with ability to update contacts, photos, promotions, business description, and link to social media channels.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Digital coupons/special offers linked to your listing on VisitChattanooga.com.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Partnership recognition at our newly designed digital Information Center kiosk. (Conditional upon approval.)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Event submission to VisitChattanooga.com Events Calendar.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Access to Chattanooga Tourism Co. Convention Calendar.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Networking and educational event opportunities hosted by Chattanooga Tourism Co.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Receive Regular Chattanooga Tourism Co. updates, information, and news.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Referrals, and sales leads to meeting &amp; convention groups, sports groups, and leisure visitors.</td>
<td>[1] ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Listing on Chattanooga Tourism Co. onsite map publisher.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Ability to communicate with other partners through partnership portal.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Access to Chattanooga Tourism Co. market research and insights.</td>
<td>[2] ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>10% discount on Add-Ons with digital packages.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Link to your Trip Advisor listing on VisitChattanooga.com.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Table at the annual Chattanooga Tourism Summit.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Onsite restaurant listing included at same level as primary listing.</td>
<td>[1] ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>“Proud Chattanooga Tourism Co. Partner” window cling to display at your business.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Cross promotional giveaway opportunity featuring your donated product on our social media channel.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>10% off the Chattanooga Tourism merchandise store for your company/staff.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Partner recognition in Chattanooga Tourism Company’s Annual Report.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Gain additional exposure with digital packages.</td>
<td>Target or Impressions One Issue</td>
<td>I Want It All Both Issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page color ad in magazine and digital microsite.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All programs are subject to change without notice at the discretion of the Chattanooga Tourism Co.
<table>
<thead>
<tr>
<th>ADD-ONS</th>
<th>AD PRODUCTS</th>
<th>GOAL</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I Want It All</strong></td>
<td>Header, ROS, Spotlight, Page Sponsor, and Featured Listing</td>
<td>Maximize Everything</td>
<td>$4,000</td>
</tr>
<tr>
<td>(Header, Run of Site, Spotlight, Page Sponsor, Featured Listing)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Target, Target, Target</strong></td>
<td>Page Specific Premium Page Sponsor and Featured Listing</td>
<td>Reach Targeted Audience</td>
<td>$2,000</td>
</tr>
<tr>
<td>(Page-Specific Premium Page Sponsor and Featured Listing)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Impressions Matter</strong></td>
<td>Run of Site + Spotlight Combo</td>
<td>Maximize Impressions to 3M Visitors</td>
<td>$1,500</td>
</tr>
<tr>
<td>(Run of Site and Spotlight Combo)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured Listing</td>
<td></td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>Banner Locked to Bottom of Mobile Website</td>
<td></td>
<td>$2,500</td>
</tr>
<tr>
<td>Sponsored Content (Up to 1,500 Word Article on VisitChattanooga.com, option to add your video, $500 Social Promo, Email)</td>
<td>Places Approved Content on VisitChattanooga.com and Social Media</td>
<td>Exposure Through Sponsored Content</td>
<td>$2,000</td>
</tr>
<tr>
<td>Magazine Ad ($3,500 1 issue, $5,500 2 issues)</td>
<td></td>
<td></td>
<td>$3,500/$5,500</td>
</tr>
</tbody>
</table>

All add-ons are subject to change without notice at the discretion of the Chattanooga Tourism Co. and have limited availability.
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

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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
In keeping with our visitors’ needs, we launched our semi-annual magazine. We moved away from a listings-based Visitors Guide, and we are focusing on this travel inspiration publication. This publication is available both digitally and as a print magazine, with a focus on telling the authentic stories of our tourism partners.

Up to 200,000 print copies will be distributed throughout our drive market region for each issue. An additional 200,000+ readers are reached through the digital publication. Advertising will be priced similar to previous years, and with the opportunity to run full page color print and digital ads with broad audience reach.
FULL PAGE AD + DIGITAL AD

TIER 1 - BOTH ISSUES BUNDLE - $5,500/YEAR
- Full Page Ad
- Website Ad

TIER 2 - ONE ISSUE - $3,500/YEAR
- Full Page Ad
- Website Ad

TIER 3 - DIGITAL PRESENCE ONLY - $1,500
- Website Ad
- 1 Social Media Post

PREMIUM PLACEMENT - BOTH ISSUES
- Back Inside - $6,500
- Inside Front - $6,500
ADVERTISEMENT SUBMISSION

FOR PRINT MAGAZINE ADVERTISEMENTS
Trim Size: 8.5” x 11”
Setup: 0.125” Bleed
Total Size with Bleed Should be 8.75” x 11.25”
Export As: PDF-X1A or High Quality Print PDF

FOR DIGITAL ADVERTISEMENTS
Hi-Res Photo: At least 529 x 529 px or larger.
Headline will overlay photo, so a text-free photo is advised.
Headline: Submit copy, 62 characters.
Body: Submit copy, 130 characters.
Link: Submit a link. Default is your website.
PARTNERSHIP CO-OP

CO-OP
Chattanooga Tourism Co. offers the partner co-op program seasonally.
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
CORPORATE PARTNERSHIPS

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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