

# CHATTA NOOGA TOURISM CO.



## OFFICIAL PARTNERSHIP KIT

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

## ABOUT THE CHATTANOOGA TOURISM CO.

### MISSION

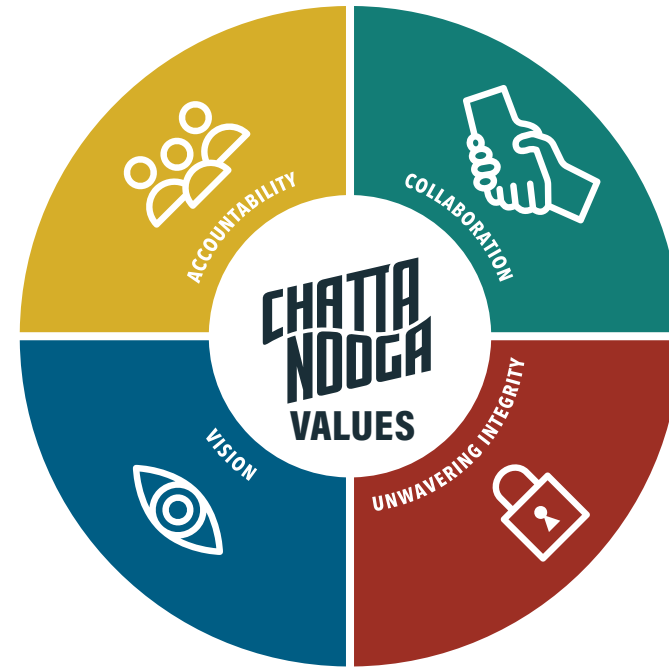
To promote and develop visitor experiences for our community's economic and social prosperity

### VISITOR PROMISE

We connect visitors to Chattanooga experiences

### PARTNER PROMISE

We champion tourism-related economic opportunities for our community



## 2022 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

**2-3M**  
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"> <li>Enhanced Priority Listing on VisitChattanooga.com - Teal PKG = Up to 5 photos, Blue PKG = Up to 8 photos, Gold PKG = Up to 10 photos</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Enhanced access to CTC Partner Extranet with ability to update Contacts and Business information</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Ability to post Digital Coupons and Events directly to your listing</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Ability to submit events to VisitChattanooga.com Online Public Calendar</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Subscription to Confidential Convention Calendar</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Opportunity to attend CTC Functions and Events</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Receive regular CTC Updates, Information, and News</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Company Media Notices featured in Tourism Newsletter</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Opportunity for Referrals and Sales Leads to Meeting &amp; Convention Groups, Sports Groups, and Leisure Visitors.</li> </ul>	●	●	●
<ul style="list-style-type: none"> <li>Social Media Promotion (Twitter, Facebook, Instagram, Crowdriff)</li> </ul>		●	●
<ul style="list-style-type: none"> <li>Invitation and Complimentary tickets to Annual Tourism Summit</li> </ul>		●	●
<ul style="list-style-type: none"> <li>Brochure Slot at Chattanooga Tourism Locations</li> </ul>		●	●
<ul style="list-style-type: none"> <li>Additional listing(s) on VisitChattanooga.com web pages</li> </ul>			●
<ul style="list-style-type: none"> <li>Priority Listing on CTC Onsite Map Publisher</li> </ul>			●
<ul style="list-style-type: none"> <li>Event/Meeting Facilities Promotion &amp; Priority Listing on VisitChattanooga.com Meetings Page</li> </ul>			●
<ul style="list-style-type: none"> <li>Onsite Restaurant included in "Where to Eat" page [2]</li> </ul>			●
<ul style="list-style-type: none"> <li>Special Invitation to CTC Ambassador Program.</li> </ul>			●
<ul style="list-style-type: none"> <li>Inclusion in Online "Things To Do Itinerary" [1]</li> </ul>			●

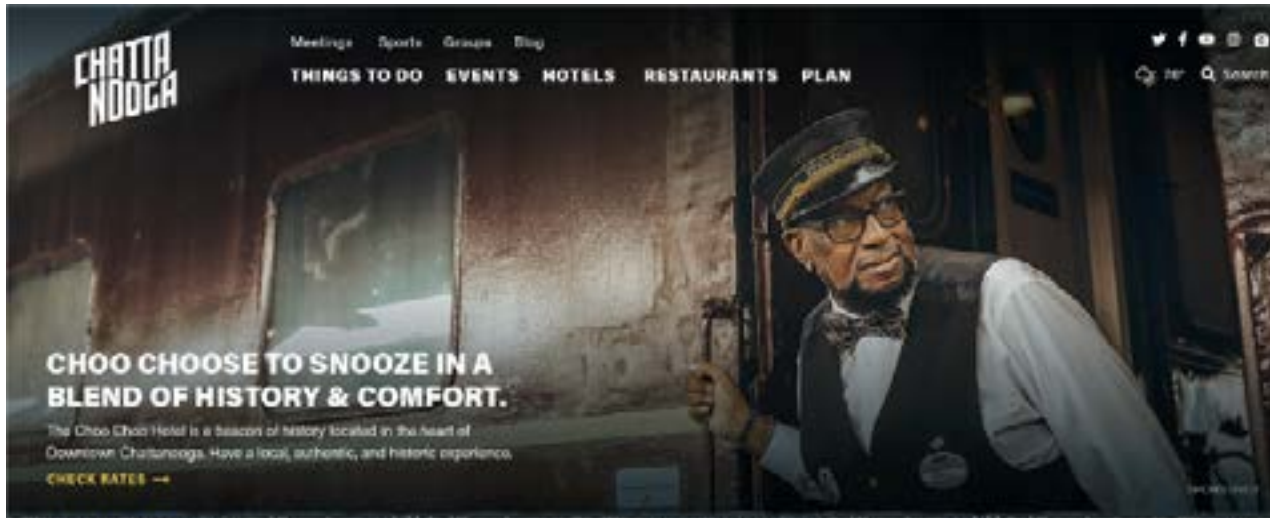
\* All programs are subject to change without notice at the discretion of Chattanooga Tourism Co.

[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

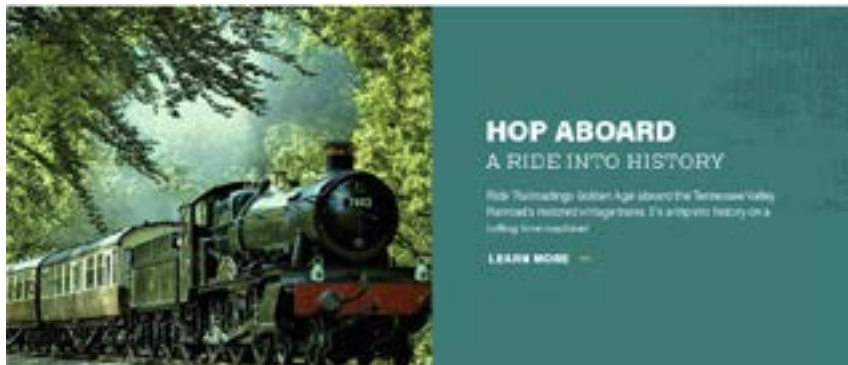


## HEADER IMAGE SPONSOR

- 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

<b>DIGITAL PACKAGE</b>				
*Minimum purchase of Teal partnership required				
	AD PRODUCTS	GOAL	AVAILABLE	PRICE
<p><b>IMPRESSIONS MATTER</b></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	<b>\$1,500</b>
<p><b>TARGET, TARGET, TARGET</b></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	<b>\$2,000</b> Attractions & Accommodations <b>\$1,000</b> Restaurants & All Others
<p><b>I WANT IT ALL</b></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		<b>\$4,000</b> Attractions & Accommodations <b>\$3,000</b> Restaurants & All Others
<b>A LA CARTE</b>				
<p><b>MOBILE BANNER</b></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			<b>\$1,000</b>
<p><b>SPONSORED CONTENT</b></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><b>BASIC PROMOTION</b></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		<b>\$1,000</b>
<p><b>PREMIUM PROMOTION</b></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		<b>\$2,000</b>



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LEAK



# CHATTANOOGA CURRENT

SUMMER 2021



CHEFS DISH ON CHATTANOOGA  
LOOIE SAVES THE DAY  
SWAN DIVES AND CANNONBALLS  
CAPTAIN MERKEL'S RAMMING DRAGON

## CHATTANOOGA CURRENT MAGAZINE ADVERTISING OPPORTUNITIES

# CHATTANOOGA

**A CUT ABOVE THE REST.**

Sizzling perfection start to finish.

STEAK

# CHATTANOOGA CURRENT

SUMMER 2021





# CHATTANOOGA CURRENT MAGAZINE ADVERTISING OPPORTUNITIES

In keeping with our visitors' needs, we have launched our semi-annual magazine, Chattanooga Current. We have moved away from a listings-based Visitors Guide, and we are focusing on this travel inspiration publication. This publication, which will be a print magazine telling the authentic stories of our tourism partners, will also be fully rebuilt as a microsite on [VisitChattanooga.com](http://VisitChattanooga.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.





**BE A BUDDING ARTIST**

Create your own work of art inspired by the exhibitions, collections and architecture at the **Hunter Museum of American Art**. Start your adventure in the new traveling exhibit—*Passion, Passion & Passion* Photographs by Ken Brower and Deborah Ory. The Hunter Museum is filled with an exciting array of paintings, works on paper, sculptures, photography, mixed media and contemporary studio glass covering a range of styles and periods. The museum's terrace offers one of most scenic views of the Tennessee River. Walnut Street Bridge, Coolidge Park, Maclellan Island, Lookout Mountain.



**BE A TIME TRAVELER**

Explore Cherokee and Civil War sites along the Tennessee River while cruising on the **Southern Belle Riverboat**. As a Time Traveler, relax and imagine you are cruising down the mighty Tennessee River during the 1800s while a narrator explains how the river served as a catalyst for growth for the city. The importance of the river during the Civil War as a protected supply base for both armies; the history of various Cherokee sites and how Brant's Landing was a trading post for early settlers; how Chattanooga was a booming manufacturing town and used the river to transport supplies; and how the Tennessee Valley Authority harnessed the untamed river for hydro-electric power and to control flooding.

**Explore,  
Innovate,  
Create &  
PLAY**

*at one of the best  
children's museums  
in the country.*

**CREATIVE DISCOVERY MUSEUM**

321 Chestnut Street, Chattanooga, TN  
cdmfun.org | (423) 756-2738

**CHATTANOOGA CURRENT AD OPTIONS**

**OPTION 1:  
FULL PAGE AD + DIGITAL AD**

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

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

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

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

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

- Web Ad
- 1 Social Media Post

**Premium Placement - TWO ISSUES**

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

**Questions/Feedback?**

Contact Allison Wolfe, Partnerships Director  
 Call: 423-424-4439  
 Email: allison@chattanoogaatourism.com



Meetings Sports Travel Trade Blog Store

HOME CHATTANOOGA SUMMER FUEL YOUR ADVENTURE SPOTLIGHT ON CULTURE, HERITAGE AND ARTS ASK A LOCAL REQUEST A COPY OF THE CHATTANOOGA CURRENT

**TENNESSEE VALLEY RAILROAD MUSEUM**

Take a ride through time with an interactive, historical experience at the Tennessee Valley Railroad...

**ROAD TRIP DREAMS COME TRUE**

For Kids (And Kids at Heart)

Ahhhhhh, Summer!

We have all been cooped up for a long time and with the warm weather, it's the perfect season to get outside. Chattanooga provides an easy, close-to-home road trip to one of the nation's most charming river AND mountain cities. There's so much

# Looie Saves the Day

Meredith Strauss and her family of four are big time baseball fans. While Meredith grew up in Atlanta cheering on the Braves, she's called Chattanooga home since 2008. She married a baseball fan, and with their two sons (ages 5 and 7), America's pastime is all in the family. They go to as many Chattanooga Lookouts games as they can and at least every Sunday.

"When the pandemic hit, it was the hardest thing for my boys. I have a video of them crying the day the season was cancelled. We're so glad that they're back on," recounts Strauss.

Growing up going to the Braves, Strauss and her family love the community feel of the Lookouts and the interaction with the players and staff.

"At Lookouts, you can go up to the players after the games, talk to them and get autographs. So, it's different; my sons have gloves and bats from players."

Strauss said staff goes out of their way for families.

"They get to know you by name. It's a family experience. My boys know half the staff members by name, and we're not the only ones that get that treatment. I see them walking around greeting other fans by name," shared Strauss.

That sense of community stretches beyond the field. When the Lookouts sponsored renovation of a classroom at Rivermont Elementary next to Strauss (now a teacher at Hixson Elementary), she struck up a

friendship with team President Rich Mozingo. He turned out to be a very good friend to have when her sons were faced with extra disappointment last year.

"Both of my sons' birthdays were over the summer so I called Rich," Strauss explained. "They did a birthday parade by our house, and Looie even gave them presents!"

The Strauss Family cannot wait to return to AT&T Field. They usually get the Little Lookouts Kids' Club package for their sons, which includes a free ticket to all Sunday games and other goodies for ages 12 and under.

"The Lookouts are a super affordable thing to do as a family," said Strauss. "As we transition back to normal life, it will be a good social event to go to compared to other stuff. Our youngest son has a compromised immune system, so the fact that it's an outdoor event is super comforting."

See schedules, events & more at [ChattanoogaSports.com](http://ChattanoogaSports.com)

## STRAUSS FAMILY TIPS

- Midday games: pay attention to the temperature and sit on the shady side of the field.
- The stadium isn't huge so all the seats are awesome!
- For kids, arrive an hour before the game. During batting practice, you can talk to the players, get autographs or sign up for inning games.
- Go for the ones with the fireworks afterwards!



## CHATTANOOGA CURRENT AD OPTIONS

### OPTION 2: SPONSORED ARTICLE + DIGITAL AD

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

- Sponsored Article (\$4,500 for each additional page)
- Website ad included

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

- Sponsored Article (\$4,500 for each additional page)
- Website ad included

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

- Web Ad
- 1 Social Media Post

#### Questions/Feedback?

Contact Allison Wolfe, Partnerships Director

Call: 423-424-4439

Email: [allison@chattanoogatourism.com](mailto:allison@chattanoogatourism.com)

**CHATTANOOGA**

# CHATTANOOGA CURRENT ADVERTISEMENT SUBMISSION PROCESS

## SUBMITTING YOUR FULL PAGE AD:

**TRIM SIZE:** 8.5X11"

**SETUP:** 0.125" BLEED

FULL AD SIZE WITH BLEED WILL BE 8.25" X 11.25"

### **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

**EXPORT AS:** PDF-X1A

**SPONSORED FULL PAGE ARTICLE OPTION:** CONTACT  
ALLISON WOLFE TO HAVE A MEMBER OF CHATTANOOGA  
TOURISM CO. CONDUCT INTERVIEW/WRITE ARTICLE.

**FALL/WINTER SUBMISSION DEADLINE:** JULY 15, 2021

**EMAIL PDF TO:** [ALLISON@CHATTANOOGATOURISM.COM](mailto:ALLISON@CHATTANOOGATOURISM.COM)

## SUBMITTING YOUR DIGITAL AD:

**HI-RES PHOTO:** AT LEAST 855 X 724 PX OR LARGER.  
SMALLEST CROP AREA IS 854 X 341 PX. HEADLINE  
OVERLAYS PHOTO SO TEXT-FREE PHOTO IS ADVISED.

**HEADLINE:** SUBMIT COPY. ABOUT 7 WORDS OR LESS.

**SUB-HEADLINE:** SUBMIT COPY. 1 SENTENCE.  
15 WORDS OR MORE.

**LINK:** SUBMIT A LINK. DEFAULT IS YOUR WEBSITE.



## 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**

**CHATTA  
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TOURISM CO.**

**VISITCHATTANOOGA.COM/PARTNERSHIP**

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