

# Tourism Partner Buy-In

## MARKETING OPPORTUNITIES - RATE SHEET

There are countless ways we can partner together! In addition to our standard promotional offerings, a small additional investment from you allows us to amplify your business's reach while also reinvesting in the CVB's marketing efforts to further promote the community.

### Website



#### PAID PROMOTION

Paid promotion opportunities are available on our website through our web partners, DTN and Simpleview. Contact us for a media kit.

#### COMPLIMENTARY BUSINESS LISTING

- Photo and Optional Video (link)
- Description (up to 1200 characters)
- Social Media Links
- Contact Information
- Link to Website
- Member Access to Backend of Site

#### DEDICATED BLOG POST - \$250

Includes one social media post (either a static carousel of photos or a reel)

### Destination Guide



Showcase your business by buying an advertisement in our Destination Guide! Visitors will use this guide as a resource to learn about restaurants, attractions, hotels and more in Hickory, NC. With a print and online version, you are guaranteed to reach visitors and even locals! Advertising opportunities are available through our publishing partner, Accent Creative Group.

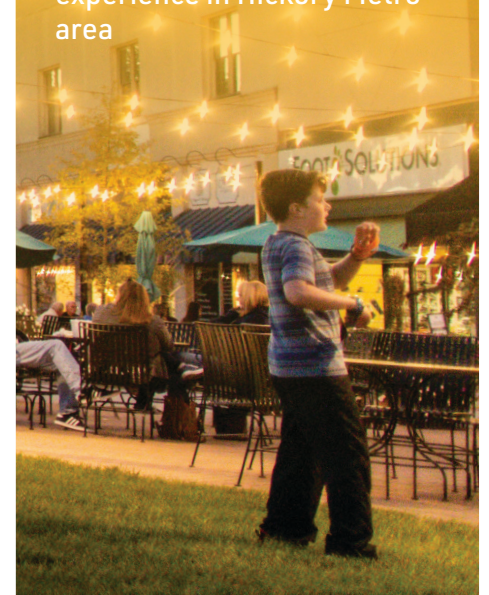
#### AD SPACE

- Media Kit Available to View Rates
- Print Ad + Digital Version

**FOR ACCESS TO OUR MEDIA KIT,** please contact [ads@accentcreativegroup.com](mailto:ads@accentcreativegroup.com)  
The media kit is also available on our website.

### What does the Hickory Metro CVB do?

- Marketing and Public Relations through various mediums and strategies to bring visitors to the Hickory Metro area (including leisure, business and group travelers)
- Advocating with local, state and federal officials to make, retain and improve legislation that looks out for tourism's interests
- A resource for locals and visitors alike to plan/learn about things to do, see and experience in Hickory Metro area



## Social Media



### STATIC POST - \$100

- Up to 20 photos/videos per post
- Custom caption
- Link back to website or social media site

### STORIES - \$100

- Includes 6+ stories
- Provide image(s)/video(s) and description of what you would like to promote, and our team will craft.

### REELS - \$150

- Provide images/video(s) and description of what you would like to promote, and our team will craft.
- Custom caption
- Link back to website or social media site

Need help acquiring photos/videos?  
Let us know, we can help!

**Buy More, Save More!**  
**If you spend \$500,**  
**receive 10% off!**

## Digital Newsletter



Our e-newsletter is sent to 4,146+ visitors every month!

### PARTNER AD SPACE - \$100

- Featured in Monthly Newsletter
- Up to 1200 characters and 3 photos
- Direct link to website
- Blog add-on available for additional fee

### DEDICATED NEWSLETTER - \$200

Your sole message on the entire newsletter to visitors

### BUNDLE - \$325

Includes dedicated newsletter, blog post, and social media post

**For all other inquiries**  
**please contact,**  
**Maddy@hickorymetro.com**

## Custom Packages



Custom bundles and packages are available. Please contact us to discuss how we can help you promote your business to gain the most exposure to our visitors and locals alike!

There are always other partnership opportunities with Visit NC and other media outlets!

**1960 13th Ave. Drive SE**  
**Hickory, NC 28602**

**P: 828.322.1335**  
**Maddy@hickorymetro.com**

