

#### **Partner Development Team**

The partner development team markets local businesses through advertising opportunities with the Convention & Visitors Bureau. We've developed marketing opportunities for local businesses to tell their stories across all of our platforms.

### MEET THE TEAM



ASHLEY
CLAIR
PARTNER DEVELOPMENT MANAGER



JANE RIPS
ADVERTISING SALES SPECIALIST



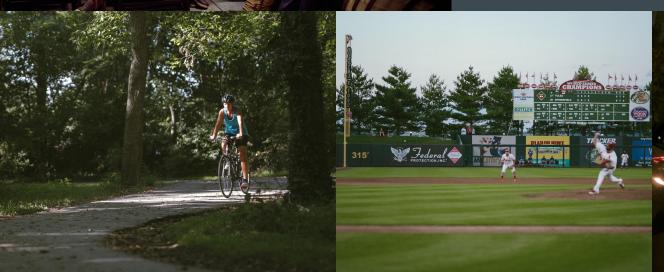
LORI CASEY

ADVERTISING SALES SPECIALIST



#### SPRINGFIELD GUIDE

The Springfield Guide is a magazine-style layout featuring photography and editorial content showcasing things to do, places to eat, shopping, lodging, outdoor activities, Route 66 and much more.







#### **DIGITAL**

There are several digital marketing opportunities with the CVB. SpringfieldMO.org features organic and sponsored content, digital tours and seasonal marketing. The "I Love Springfield!" social media accounts give partners the chance to directly interact with visitors and locals. The weekly newsletter features insider tips, upcoming events and special features highlighting all the great things about Springfield.

# OZARKS TAP AND POUR + OZARKS COFFEE TRAIL







### CONNECT SGF

<u>Connect SGF</u> is the partner extranet designed to allow partners to login and add information like marketing photos, listing descriptions, events, special offers and more.

# QUESTIONS?

## THANK YOU.

