

The logo features the word "Springfield" in a white, elegant script font. A light blue outline of the state of Missouri is positioned behind the text, with the word "Springfield" written across it.

Springfield

The background of the slide is a repeating pattern of light blue Georgia state outlines, each containing a small white star. A large white rectangular frame is centered on the slide, containing the text.

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

The CVB produces two self-guided trails annually. The Ozarks Tap and Pour brewery, winery and distillery scene and the Ozarks Coffee Trail features locally-owned purveyors of handcrafted coffee and tea in and near Springfield.





CONNECT SGF

[Connect SGF](#) 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.

