

TOURISM READY

PARTNERSHIP GUIDE



TENNTIP.ORG

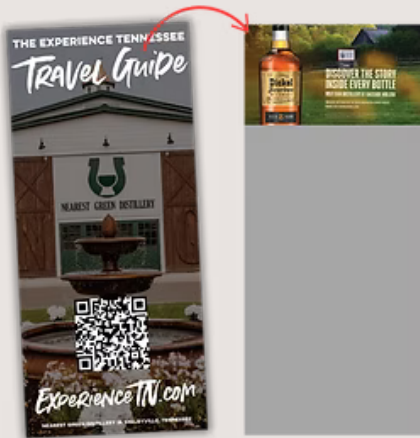
ExperienceTN.com

SCTTA.ORG

TN Purple Iris Award Recipient
2024 DMO of the Year

PARTNERSHIP LEVELS

BRONZE LEVEL



Bronze Level Benefits \$499 Annually

- Quarter Page Ad in the Experience Tennessee Travel Guide physical and digital copies.
- One curated feature article about your business featured on ExperienceTN.com and Experience Tennessee Socials.
- Associate Partnerships available for museums
- Tourism Ready Toolkit

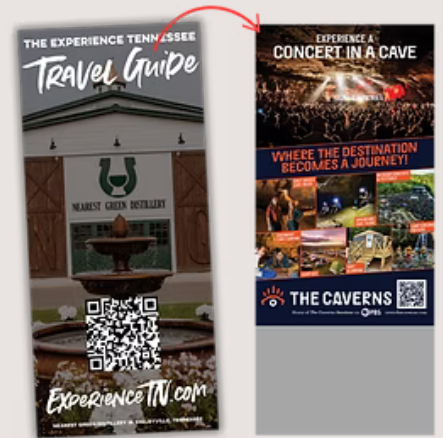
SILVER LEVEL



Silver Level Benefits \$999 Annually

- Half Page Ad in the Experience Tennessee Travel Guide physical and digital copies.
- Two curated feature articles about your business featured on ExperienceTN.com and Experience Tennessee Socials.
- Two Annual Strategy Sessions
- Tourism Ready Toolkit

GOLD LEVEL



Gold Level Benefits \$1999 Annually

- Three-quarter Page Ad in the Experience Tennessee Travel Guide physical and digital copies.
- Four curated feature articles about your business featured on ExperienceTN.com and Experience Tennessee Socials.
- Four Annual Strategy Sessions
- Tourism Ready Toolkit

**Payment Options Available*



EXPERIENCE TENNESSEE TRAVEL GUIDE

- Guides are printed quarterly, allowing for a quick addition to the guide and for partners to change their ads seasonally.
- Digital guides are provided to Travel Pass email list, and on ExperienceTN.com with dynamic links.
- Stocked at State Welcome Centers: Ardmore, Nickajack, Smith County, East Brainerd, and Memphis.
- Stocked regionally at TN Whiskey Trailhead & Welcome Center, Columbia Welcome Center, Maury Visitors Center, Spring Hill Visitor Center, Franklin Welcome Center, and the Natchez Trace Welcome Center.
- Stocked at six Regional State Parks.
- Stocked at local chambers, hotel partners, and short-term rental partners.



AFTER JACK UPGRADE

\$250 Upgrade to be in both the Travel and After Jack Guides

- After Jack Guides are printed biannually in March for spring/summer and again in September for fall/winter.
- Digital guides are available on ExperienceTN.com and WhiskeyTrailhead.com.
- Guides are stocked at the Tennessee Whiskey Trailhead and Welcome Center.

PARTNERSHIP TOOLKIT

- Submit ambassador & influencer calls
- Submit Blogs that are posted on ExperienceTN.com
- Dollar for Dollar Social Media Campaign Ad Buys
- Access and usage rights for all SCTTA/Experience Tennessee Photo & Video Galleries
- Trailhead and Welcome Center Tools:
 - Video Board (video provided by your business)
 - Referrals from staff after your business has submitted a pitch sheet
 - 4X9 Brochure Placement within the trailhead
 - 4X9 Brochure "Bag Stuffing" for special events

UNIVERSAL BENEFITS

- New Partner, In-Person Onboarding Session
- Dedicated Operations & Marketing Staff Contacts
- Monthly Industry Newsletter
- Submitted blogs are posted on ExperienceTN.com
- Submitted blogs are considered for press releases and social campaigns
- Discounts on Marketing and Media Buys
- Eligible for Three Star Experience Certification
- Preference for Media & Marketing Opportunities:
 - Listed as a "Recommended Stop" on Virtual Brochure Racks
 - Listings in appropriate printed materials & brochures
 - Included in Social Media Posts and Highlights
 - Press Release Calls
 - Media Visits
 - Itinerary Development

BY THE NUMBERS

- UP TO 150,000 PRINTS OF BOTH GUIDES ARE DISTRIBUTED EVERY YEAR!
- SENT BY E-MAIL:
 - TRAVEL - 12,000+
 - A.JACK - 10,000+ (SENT WITH DIGITAL WHISKEY PASSPORTS)
- CLICKABLE ADS ON DIGITAL GUIDES WITH THOUSANDS OF VIEWS:
 - TRAVEL - 90,000+
 - A.JACK - 50,000+
- OVER 30,000 SOCIAL MEDIA FOLLOWERS
- OVER 400,000 UNIQUE VISITORS ANNUALLY TO EXPERIENCETN.COM
- OVER 8 MILLION GOOGLE IMPRESSIONS



JOIN NOW!



LANE CURLEE

SCTTA MARKETING DIRECTOR
LANE@EXPERIENCETN.COM

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PARTNERSHIP APPLICATION

Business Name

Contact Name

Phone Number

Cell Number

Email Address

Business Address

Partnership Level

Bronze - \$499 Annually

Annual Payment

+After Jack Guide

Silver - \$999 Annually

Bi-Annual Payment

Gold - \$1999 Annually

Quarterly Payment

\$1999

4" (width) X 6.75" (height)

\$999

4" (width) X 4.5" (height)

\$499

4" (width) X 2.25" (height)