



PARTNERSHIP ONBOARDING

SESSION FOCUS

- ***Our Team of Tourism Professionals***
- ***Travel Guide & After Jack Guide***
- ***Discount Advertising Opportunities***
- ***Tourism Industry Pages***
- ***Experience Tennessee Blog***
- ***Trailhead & Welcome Center***
- ***Tourism Ready 3-Star Program***
- ***Enhanced Presence Across All Media***
- ***Experience Tennessee Travel Pass***
- ***Tourism Ready Community***





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Travel Guide & After Jack Guide



- *100k+ Printed Annually*
- *Distributed at 5 State Welcome Centers*
- *Showcased at TN Whiskey Trailhead*
- *Stocked at Regional & Local Info Centers*
- *Featured on Virtual Brochure Racks*
- *Interactive Online Version*

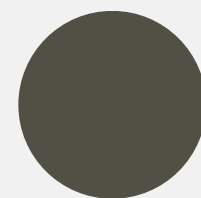
New Size & Partner Level Guidelines



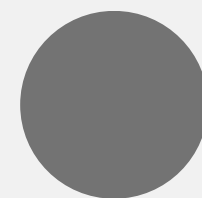
1/4 Page Ad = 2.25" T x 4" W

1/2 Page Ad = 4.5" T x 4" W

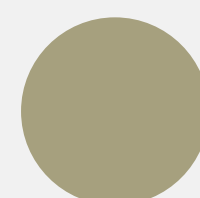
3/4 Page Ad = 6.75" T x 4" W



Bronze Level
(previously fundamental)



Silver Level
(previously gold)



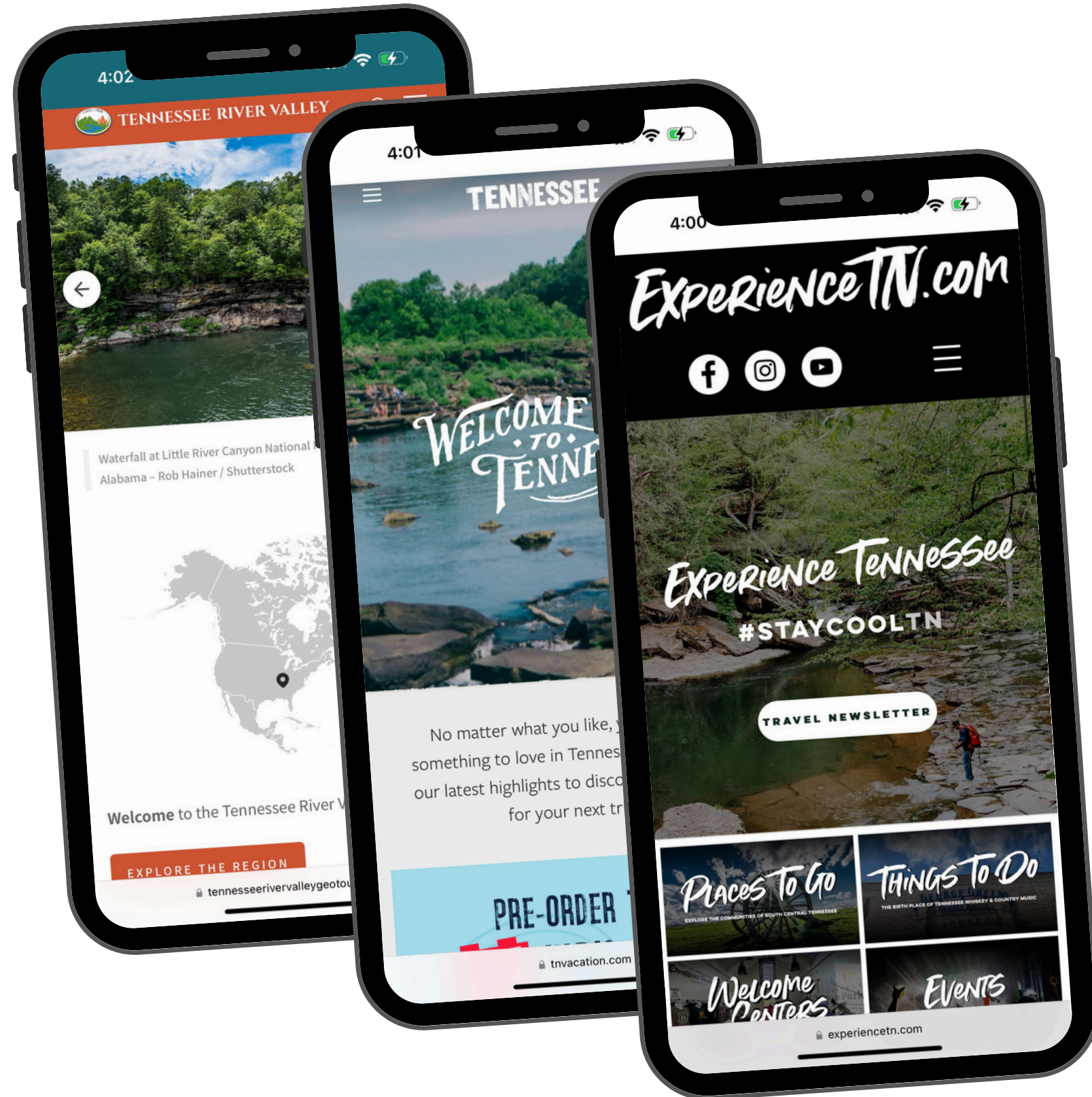
Gold Level
(previously platinum)



Advertising Discounts

- *10% Discount on All Additional Advertising*
- *Themed Brochures Program (30 Print and Digital)*
- *Become a Tennessean Livability Publication*
- *Virtual Brochure Rack Posters*
- *Local Visitor Guides & Specialty Guide Ads*
- *Dollar for Dollar Social Ads - 0% Markup!*

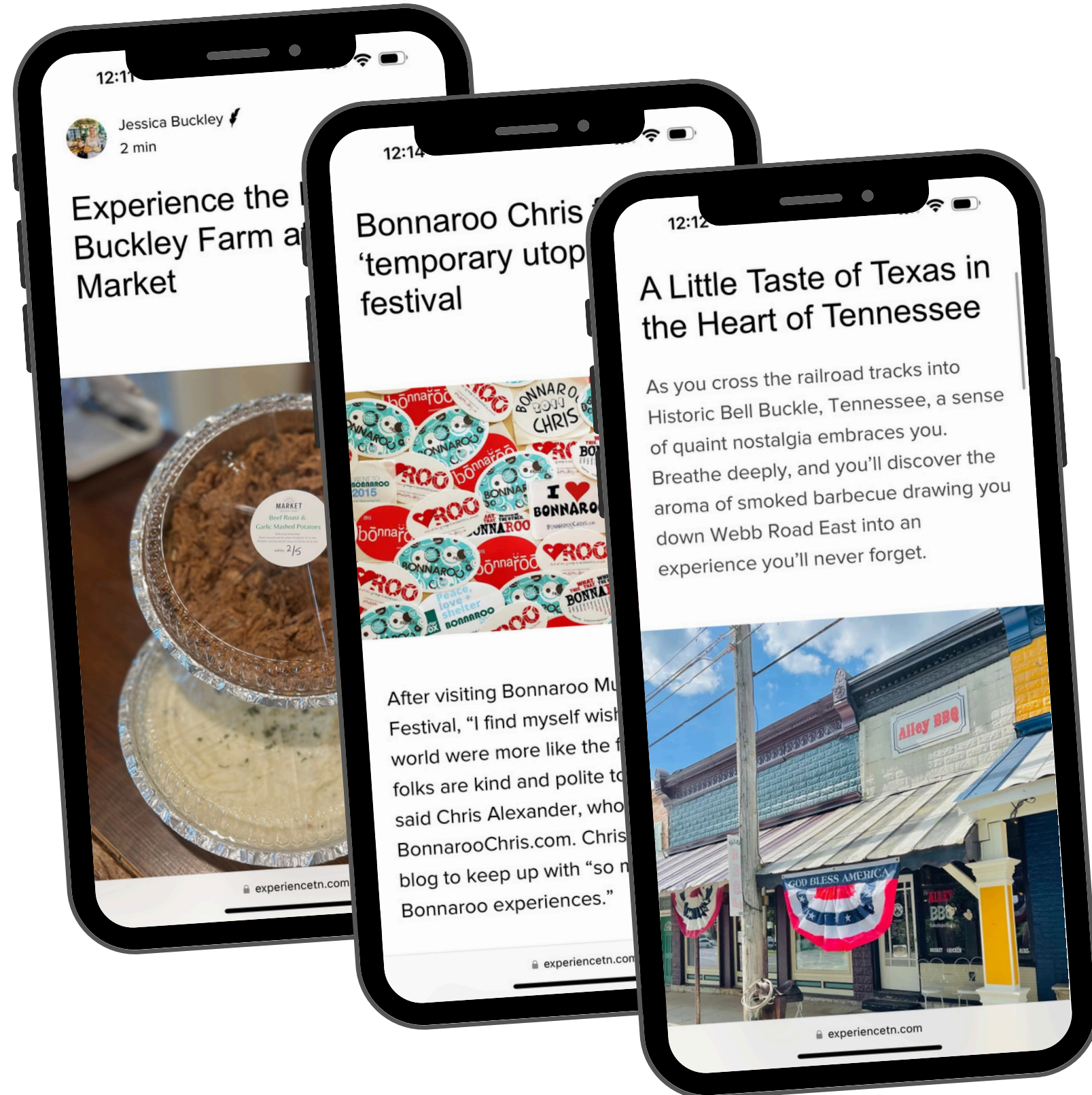
Tourism Industry Pages



Our team will build out or assist in building three SEO generating powerhouse tourism industry website landing pages.

- *State of Tennessee Website*
- *South Central Regional Website*
- *Tennessee River Valley Regional Website*

Experience Tennessee Blog



Partners can submit a blog or blog outline at least once per month! Our team will finalize the blog and publish it on [ExperienceTN.com](https://www.experiencetn.com)

- *Some blogs will be picked up for Press Releases*
- *Some blogs will be used for social media posts*
- *Some blogs will have paid media placed on them*
- *All blogs are eligible for dollar for dollar social media buys*

Trailhead & Welcome Center

SCTTA operates the Tennessee Whiskey Trailhead & Welcome Center in Lynchburg. Located on the campus of the Jack Daniel Distillery, we are able to help 200k+ annual visitors navigate their visit to the South Central Region.

- Submit information to staff for training and to keep up with current events.*
- Submit a video for the video board.*
- Submit a brochure or rack card for stocking.*
- Staff FAMS for your team and for ours!*



Tourism Ready 3-Star Program

The Tourism Ready 3-Star Program includes a monthly Tourism Ready Industry Newsletter, the Tourism 3-Star Certification, and being eligible for annual regional awards under the Tourism Ready 3-Star Awards.

- *Door clings for Tourism Ready 3-Star Certified Businesses*
- *Annual Press Release & Campaign for Certified Businesses*
- *Annual Awards announced in July of each year*
- *Regional Winners Nominated by SCTTA for Purple Iris Awards*

Enhanced Presence Across All Media



Ambassadors & Influencers

- Individual Calls
- Arranged Tours
- Itinerary Preferences



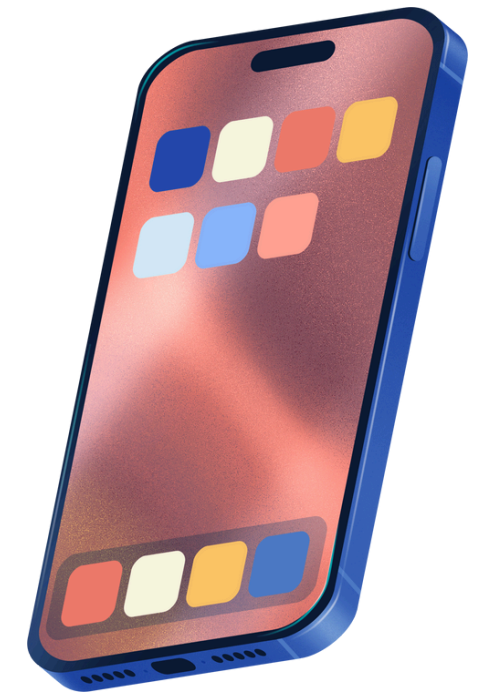
Social Media Preferences

- Preference for partners through Experience TN & Org's Socials.
- Ability to Schedule Shares
- Dollar for Dollar Ad buys
- Preferences on Events Posts



Traditional Media Preferences

- Media Tour Preferences
- Itinerary Preferences for Journalist Visits
- Partner Preferences for traditional media buys and regional campaigns



Digital Placements

- Enhanced placement on App
- Enhanced Listing on website
- Enhanced listing on all digital media tools

Travel Pass by Experience Tennessee



The Travel Pass by Experience Tennessee is an all new way for visitors to unlock exclusive access to tailored itineraries, insider travel tips, and unbeatable discounts on concerts, experiences, and lodging throughout the South Central Tennessee region.

As a SCTTA Tourism Partner, you have access to this program to drive promotions, events, ticket sales, and visitation. When you submit a Travel Pass Incentive, our team will include your incentive into our weekly Travel Pass Email. Additionally, we will contact travel pass members with a monthly text message that outlines the offers and opportunities across the region.

Tourism Ready Community



Industry Newsletter

The Tourism Ready Newsletter will provide industry updates, information about leveraging visitor traffic, and how to be better prepared for upcoming opportunities.



Tourism Ready Text Alerts

Tourism Ready Text Alerts are now available to help businesses prepare for upcoming activities. These alerts will contain a link to best practices, but may also provide other info such as social graphics, etc.



TRC Workshops

Tourism Ready Workshops are new partnerships that will bring SCTTA to the table for a community to ensure a strong strategy is in place to maximize the impact of events and attractions.

