



Prentiss Brewer <prentiss@brevardncchamber.org>

A proposition from TC Tourism

1 message

Sweepstakes - DDB

Prentiss Brewer <prentiss@brevardncchamber.org>

Wed, Jan 29, 2020 at 7:42 PM

To: Dee Dee Perkins <ddbullwinkel@comporium.net>, Kristin Johns <kj.johns610@gmail.com>

Hi!

We're trying to put together a cool Spring Sweepstakes like the following and hope that you can participate:

- 2 nights for 2 at The Sunset Motel
- 2 day rental of a convertible from Enterprise
- Picnic lunch from Rocky's Grill & Soda Shop packed in a new Yeti cooler from D.D. Bullwinkel's (you keep the cooler!)
- Lunch at the Cardinal Drive-In for 2
- Unlimited bowling, including shoe rental, for 2 at Rock n Bowl

We will pay for the cooler but need your recommendation on which size as we may end up having to ship it. Also, a discount would be nice, but is not required. ☺

Of course we would promote Bullwinkel's and Rocky's as usual, including an individual social media shout-out for each, which we hope you'll share.

What do you think? This sweeps will run from Feb 20 - April 2.

Thanks,

Pren

Prentiss Brewer

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

www.explorebrevard.com



Prentiss Brewer <prentiss@brevardncchamber.org>

Re: A proposition from TC Tourism

1 message

Prentiss Brewer <prentiss@brevardncchamber.org>
To: Kristin Johns <kj.johns610@gmail.com>

Fri, Jan 31, 2020 at 3:58 PM

Okay I will see you Monday.

Thanks!

Pren

Prentiss Brewer

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

www.explorebrevard.com



On Fri, Jan 31, 2020 at 2:30 PM Kristin Johns <kj.johns610@gmail.com> wrote:
I will be!

KJ

Marketing Coordinator | D.D. Bullwinkel's Outdoors & Moose Tracks Footwear

DD BULLWINKEL'S
OUTDOORS



MOOSE TRACKS
FOOTWEAR

On Fri, Jan 31, 2020 at 2:20 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:
Will you be around on Monday? If not, let me know when you will be and I will come by then.

Thanks!

Pren

Prentiss Brewer

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

www.explorebrevard.com



On Fri, Jan 31, 2020 at 1:59 PM Kristin Johns <kj.johns610@gmail.com> wrote:
Sure, when will you be by?

KJ

Marketing Coordinator | D.D. Bullwinkel's Outdoors & Moose Tracks Footwear

DD BULLWINKEL'S
OUTDOORS



MOOSE TRACKS
FOOTWEAR

On Fri, Jan 31, 2020 at 12:38 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

When we give away a meal, we typically just get a gift certificate - \$25 probably for a lunch. I might do the same here but will probably be the one arranging for the picnic lunch and packing it. I'll find out what they want when they are making their plans and we'll talk more then. If it's easier for you to go ahead and sell me that cooler I can come get it any time.

Thanks,

Pren

Prentiss Brewer

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

www.explorebrevard.com



On Fri, Jan 31, 2020 at 12:10 PM Kristin Johns <kj.johns610@gmail.com> wrote:

Yes, what did you have in mind to be put into the cooler? What does the Cardinal lunch include?

KJ

Marketing Coordinator | D.D. Bullwinkel's Outdoors & Moose Tracks Footwear

DD BULLWINKEL'S
OUTDOORS



MOOSE TRACKS
FOOTWEAR

On Fri, Jan 31, 2020 at 11:44 AM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

That's awesome. Can I assume that the Rocky's picnic lunch for 2 will be comp? We really don't need to do anything until after the contest is over.

Thanks so much!!

Pren

Prentiss Brewer

Operations & Outreach Coordinator
 Transylvania County Tourism
 175 East Main Street
 Brevard, NC 28712
 828-884-8900
www.explorebrevard.com



On Fri, Jan 31, 2020 at 10:33 AM Kristin Johns <kj.johns610@gmail.com> wrote:

Hey Prentiss, we are fully on board with this!

As for the cooler, we can offer our Yeti Hopper Flip 12. It retails for \$249 but we can offer it to you at cost which is \$185.

Does that sound ok?

KJ

Marketing Coordinator | D.D. Bullwinkel's Outdoors & Moose Tracks Footwear



On Wed, Jan 29, 2020 at 7:43 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:
 Hi!

We're trying to put together a cool Spring Sweepstakes like the following and hope that you can participate:

- 2 nights for 2 at The Sunset Motel
- 2 day rental of a convertible from Enterprise
- Picnic lunch from Rocky's Grill & Soda Shop packed in a new Yeti cooler from D.D. Bullwinkel's (you keep the cooler!)
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- Unlimited bowling, including shoe rental, for 2 at Rock n Bowl

We will pay for the cooler but need your recommendation on which size as we may end up having to ship it. Also, a discount would be nice, but is not required. 😊

Of course we would promote Bullwinkel's and Rocky's as usual, including an individual social media shout-out for each, which we hope you'll share.

What do you think? This sweeps will run from Feb 20 - April 2.

Thanks,

Pren

Prentiss Brewer

Operations & Outreach Coordinator
 Transylvania County Tourism
 175 East Main Street

4/26/22, 7:32 PM

Brevard/Transylvania Chamber of Commerce Mall - Re: A proposition from TC Tourism

Brevard, NC 28712

828-884-8900

www.explorebrevard.com





Clark Lovelace <clark@brevardncchamber.org>

Re: Spring Back in Time Landing Page

1 message

Nathan Jordan <njordan@mktconnections.com>

Fri, Feb 14, 2020 at 5:02 PM

To: Prentiss Brewer <prentiss@brevardncchamber.org>

Cc: Mary Jo Gordon <maryjo@brevardncchamber.org>, Clark Lovelace <clark@brevardncchamber.org>, mj@explorebrevard.com

Great, we've made those changes. We'll get the pop up done and launch as soon as we can. I'll go ahead and share with Romantic Asheville.

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5806

On Fri, Feb 14, 2020 at 3:05 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Just spoke with Clark and we are good to go on the landing page once my final Changes and MJ's have been made. Thanks!

Sent from my iPhone

On Feb 14, 2020, at 9:40 AM, Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:

First paragraph, sentence starting with, "... you'll find thrills, chills, and a just a touch of magic this season." Remove the first "a"

Mary Jo Gordon

Marketing & Communication Specialist

Transylvania County Tourism

828-884-8900 / 800-648-4523, explorebrevard.com



On Thu, Feb 13, 2020 at 7:18 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

| HI,

Everything looks good. My last thing is in the legalese. Take out the word "the" in front of Transylvania County Tourism in paragraphs 2, 3 and 5. With Clark's final approval we are good to go.

Thanks,

Pren

Prentiss Brewer

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

www.explorebrevard.com



On Thu, Feb 13, 2020 at 4:55 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hi there, take a look, all updated: <https://explorebrevard.com/spring-back-in-time/>

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5806

On Thu, Feb 13, 2020 at 2:38 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hey Pren, I'm back in the bull pen. Let me know if there's a time that works best for you. Thanks!

PS - the Leave It Better videos are going to be soooo great, very excited to share them with you guys (that's what we were working on this morning)

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5806

On Thu, Feb 13, 2020 at 9:53 AM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Sounds good.

Sent from my iPhone

On Feb 13, 2020, at 8:17 AM, Nathan Jordan <NJordan@mktconnections.com> wrote:

Hey Pren, I'll actually be at an editing session this morning. Then back to back meetings till 2. Could we connect after that time?

On Wed, Feb 12, 2020 at 8:07 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Hi Nathan,

Clark and I reviewed the page and have a few changes. Do you have time for a call in the morning? I think it would be easier than an email.

I'll be in by ten.

Thanks!

Pren

Prentiss Brewer

Operations & Outreach Coordinator

Transylvania County Tourism
175 East Main Street
Brevard, NC 28712
828-884-8900
www.explorebrevard.com



On Tue, Feb 11, 2020 at 12:48 PM Nathan Jordan

<njordan@mktconnections.com> wrote:

Good afternoon, below you'll find a link to the spring back in time landing page. We've taken a slightly different approach for the page this time around in order to achieve the strategic objectives these landing pages have had historically. As you'll see the layout has been modified to increase emphasis on the content relevant to the sweepstakes (with the implementation of a new vintage/theme appropriate background pattern) and the general content about the overall spring season has been treated in a similar fashion to regular page content.

Our reason for doing this is two fold: 1 - making the entire landing page adhere to the theme would eliminate a lot of the content we would like to communicate to visitors about what's going on during the spring season, 2 - the new layout should increase our conversion rate on sign ups for the contest.

Please review and get back to me with your thoughts, thanks!

<https://explorebrevard.com/spring-back-in-time/>

Nathan Jordan

Creative Director
MARKET CONNECTIONS
o 828-398-5251 | c 828-458-5806

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Nathan Jordan

Creative Director
MARKET CONNECTIONS
o 828-398-5251 | c 828-458-5806



Clark Lovelace <clark@brevardncchamber.org>

Re: Spring Sweeps Landing Page Proof - Romantic Asheville

1 message

Prentiss Brewer <prentiss@brevardncchamber.org>

Fri, Feb 21, 2020 at 1:28 PM

To: Nathan Jordan <njordan@mktconnections.com>

Cc: Clark Lovelace <clark@brevardncchamber.org>, mj@explorebrevard.com

Hi Nathan,

This really is great. Love it!

Pren

Prentiss Brewer

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

www.explorebrevard.com

On Thu, Feb 20, 2020 at 12:48 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Just the copy content of the page, not the links below or in the sidebar.

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5808

On Thu, Feb 20, 2020 at 12:18 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Hi,

It should say "a" retro motel. Otherwise, how much of what we're looking at is within our control?

Thanks,

Pren

Sent from my iPhone

On Feb 20, 2020, at 9:15 AM, Nathan Jordan <NJordan@mktconnections.com> wrote:

<https://www.romanticasheville.com/contest>

5/10/22, 3:12 PM

Brevard/Transylvania Chamber of Commerce Mail - Re: Spring Sweeps Landing Page Proof - Romantic Asheville

Hi guys, take a look at this and let me know if you have any changes to pass along to the Romantic Asheville team. Thanks!

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | o 828-458-5808



Clark Lovelace <clark@brevardncchamber.org>

Re: Spring Sweeps

1 message

Prentiss Brewer <prentiss@brevardncchamber.org>

Fri, Mar 13, 2020 at 8:32 AM

To: Clark Lovelace <clark@brevardncchamber.org>

Cc: Mary Jo Gordon <maryjo@brevardncchamber.org>, mj@explorebrevard.com

MJ,

I think you have a basic road map for each blz. Some are ones you need to go get pics of. Maybe doing that as a start would be good.

See you on Monday!

Pren

Sent from my iPhone

On Mar 12, 2020, at 3:00 PM, Clark Lovelace <clark@brevardncchamber.org> wrote:

I've approved it as a good idea, so I'm not sure I need to be a part of the discussion. I'd like to see the first one, either before or right after it goes out. Thanks.

Clark E. Lovelace**Executive Director****Brevard/Transylvania Chamber of Commerce****Transylvania County Tourism Development Authority****175 East Main St., Brevard NC, 28712****Chamber: 828-883-3700, brevardncchamber.org****TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com**

On Thu, Mar 12, 2020 at 2:45 PM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:

I'd like to get started on posting on the partners of the sweeps, can we discuss soon?

Mary Jo Gordon**Marketing & Communication Specialist****Transylvania County Tourism****828-883-3700, explorebrevard.com**

On Fri, Feb 7, 2020 at 5:07 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

Yes to all. Good ideas.

Clark E. Lovelace

Executive Director
Brevard/Transylvania Chamber of Commerce
Transylvania County Tourism Development Authority
175 East Main St., Brevard NC, 28712
Chamber: 828-883-3700, brevardncchamber.org
TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



On Fri, Feb 7, 2020 at 12:02 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:
Hi Clark,

I have spoken with Nathan and MJ about this and they both think it's a good idea. Just need your okay.

In addition to and in coordination with what MC already has planned for the Spring Sweeps promotion I suggest the following:

1. 1 social media post per partner over the course of the sweeps - MJ to do
 - Sunset - Something about Thunder Road & Robert Mltchum since he stayed there during the filming
 - Cardinal - something about the cruise-ins - will have to find photos
 - Rocky's - Foodle, include soda "Jerks" and red bar stools
 - DD's - Yeti & Outfitter focused - bring in retro if possible - maybe Adam in his Plsghah Thunder garb
 - Rockin Bowl - interior shots and signage
2. Try getting camps and partners to repost on social media. Give them something that is ready to go so it's easy for them.

For when winners are here, we need to take advantage of promoting their visit. Each one will be different but our next winners are coming in March (21st-24th) and will be staying at Earthshine. Since we'll all be at the 365 Conference, the 21st or 22nd are the best options for getting with the winners.

Of course, all of this can be tweaked.

Pren

Prentiss Brewer

Operations & Outreach Coordinator
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