

2019-2020

Marketing Partner Opportunities

TRANSYLVANIA COUNTY TOURISM

TRANSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY

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TCT Marketing Partner Opportunities Overview

Dear Tourism Partner,

Transylvania County Tourism invites you, as a Transylvania tourism-related business, to take a look at an all new marketing tool. In the past, we have communicated marketing opportunities one by one, several times throughout the year. This packet now includes all opportunities offered over a year in one simple kit. Some of what you will find here is similar to what has been offered in the past and some are brand new.

Over the past several years, Transylvania County Tourism has developed strong advertising campaigns that have contributed to record increases in tourism-related revenues for the county. Because we value the role that local businesses and attractions play in our tourism economy, TCT is pleased to offer several exceptional cooperative advertising and marketing opportunities in our targeted Explore Brevard communications and also in a select group of media publications.

On the following pages, you'll discover all new marketing opportunities in Explore Brevard's much requested Adventure Guide, a quarterly Spotlight newsletter and the Get Out Guide. In addition, you'll find several excellent opportunities to partner in advertising in Blue Ridge Outdoors, Our State Magazine, WNC Magazine, The Laurel of Asheville and more. TCT welcomes your participation additionally in four Sweepstakes programs as well as press familiarization (FAM) tours.

These TCT marketing initiatives and publications will reach lifestyle, travel and a host of outdoor adventure audiences. Information about the publications and specifications for your ads are included in this booklet. You may select one or more opportunities from a complete list of opportunities on the accompanying TCT 2019-2020 Marketing Partner Contract.

We are pleased to offer these opportunities as a way to help you leverage Transylvania County Tourism's powerful marketing efforts to help grow your business. Please feel free to contact Prentiss Brewer at 828.884.8900 or Prentiss@explorebrevard.com for more information on this special program. Thank you for your interest and we look forward to sharing the spotlight with you.

Best regards,

Grant Bullard
Chair

Clark Lovelace
Executive Director

Prentiss Brewer
Tourism Development Coordinator

ABOUT TRANSYLVANIA COUNTY TOURISM

Transylvania County Tourism's mission is to *"generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government and to contribute to a vibrant, sustainable economy."* Funding for the organization is provided by a 5% occupancy tax on Transylvania County accommodations.

In addition to advertising and promotion, TCT annually sets aside funds for special projects and grants to help support tourism-oriented events and initiatives. TCT also manages a year-round Visitor Center, located at 175 East Main Street in downtown Brevard. To learn more, go to ExploreBrevard.com or contact Executive Director Clark Lovelace at 828.884.8900.

PUBLICATION	Nov. '19	Dec. '19	Jan. '20	Feb. '20	March '20	April '20	May '20	June '20	July '20	Aug. '20	Sept. '20	Oct. '20	Nov. '20	Dec. '20
Explore Brevard Adventure Guide			Annual publication Beginning January 2020											
Holiday Co-op (3 partners)	WNC Magazine													
	Our State, Laurel of Asheville													
Winter Co-op (3 partners)		Laurel of Asheville	WNC Magazine											
Spring Co-op (3 partners)					Blue Ridge Outdoors	Our State								
					WNC Magazine									
Fall Co-op (3 partners)											Fall Co-op planned for fiscal year 20/21. Details available Spring 2020.			
Get Out Guide Banner	One partner per monthly issue													
Adventurist's Field Notes Spotlight			Winter Spotlight			Spring Spotlight			Summer Spotlight			Fall Spotlight		

Adventure Guide Ad

Explore Brevard's annual Adventure Guide (which includes a popular foldout Waterfall Map) publishes in early January and is distributed to 115,000 interested travelers regionally, nationally and internationally throughout the year. The Guide is available through Explore Brevard web sign-ups, targeted NC distribution, at welcome and visitor centers regionally, through downloadable brochure attachments on a myriad of related websites from VisitNC.com and SLVacations.com to major media outlets. The Guide is also mailed directly to leads received from a variety of major print publications and provided to interested major media near and far.

A select number of advertising opportunities from 1/3 page to full page, including back, inside cover, are available each year.

Please see below for ad specifications and listing information.

ADVENTURE GUIDE ADS*

- Full page inside front cover: \$1650
- Full page back outside cover: \$1925
- Full page inside: \$1210
- Full page map ad: \$1650
- Highlighted Accommodations Listing: \$110
- 1/3 page: \$550

* limited number of ad spaces available

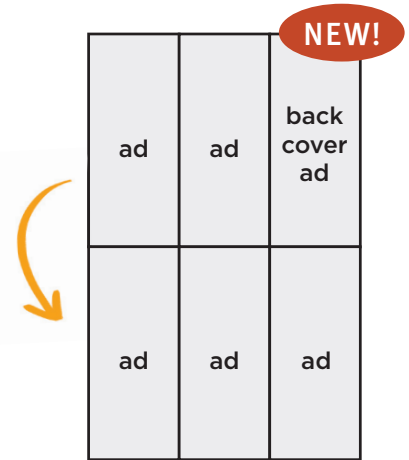
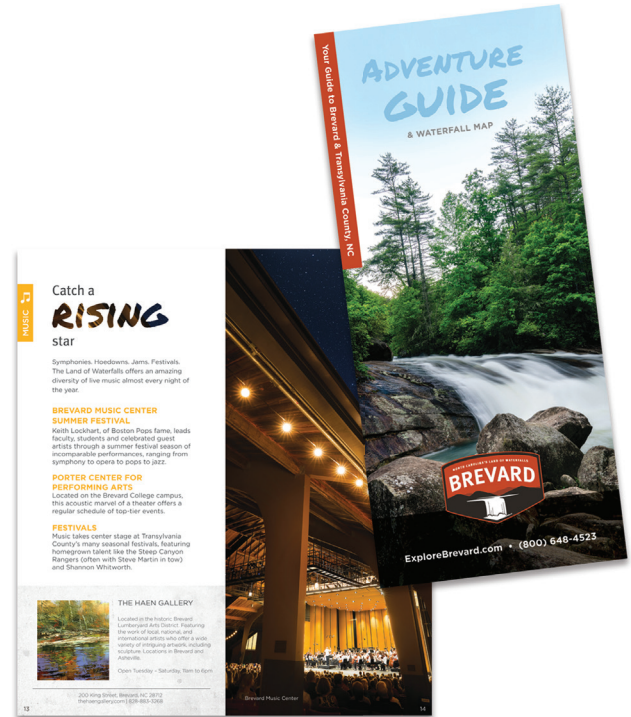
Ad Specifications:

- Full page ads are 4" x 9" plus a full bleed (.25" on all sides). Completed ad designs need to be sent as high-res (300 DPI) PDF or JPG in CMYK.
- 1/3 page ads are 2.5" x 4" including headline, photo and up to 180 characters (including spaces). Please send high-res photo and copy. Proofs of ads will be sent to advertisers for their approval prior to publication.
- Please send all files to cmclauchlin@mktconnections.com by Nov. 22.**

ADVENTURE GUIDE LISTINGS

- The Adventure Guide contains listings of accommodations*, restaurants, attractions and tourism-related retail businesses in Transylvania County. These listings are free to Transylvania County businesses.
- Accommodations can highlight their listing for only \$110.00. Highlighted listings will be limited to a total of 10 accommodations and are available on a first-come, first served basis.

* Only accommodations with multiple units or properties are listed.



This year we are also offering 5 full page ads on the back of the waterfall map.

Holiday Co-op Marketing Opportunities

As part of our exciting holiday marketing campaign, designed to build visitation during the winter months, we're excited to provide several excellent co-op advertising opportunities to our partners. Cooperative ads in 1/6 and 1/4 page sizes will be part of full-page or spread placements that promote the holiday experience in Transylvania County.

Our State Magazine, which consistently celebrates the best of North Carolina, reaches over 200,000 subscribers in those areas that provide highest visitation to Brevard and Transylvania County. This co-op full-page ad in the November issue, which kicks off the holidays, is offered to three 1/6 page advertising partners and will be on the shelves and in mailboxes before Halloween.

**not all placements are two-page spreads*

1/6 page, full color Co-op ad cost: \$750, Valued at \$1800

The Laurel of Asheville is often considered “Asheville’s tourism publication,” as it’s available free on racks at numerous Asheville businesses, hotels and attractions. With a circulation of 50,000, and readership of over 70,000, it’s also available at every Visitor’s Center in the state. A lifestyle publication, The Laurel is focused on culture, food, locally grown businesses and the communities of western North Carolina. This co-op opportunity is offered to three 1/6 page advertising partners as part of the Transylvania County Tourism Holiday Campaign.

1/6 page, full color Co-op Ad Cost: \$250, Valued at \$500

WNC Magazine is the highest quality WNC lifestyle publication covering 23 counties. Distributed to hotels, medical offices and tourism destinations, it enjoys a subscriber base of 15,000+. With a readership of 78,000, *WNC Magazine* focuses on history, food, outdoor adventure, small town charm, arts and retail. Four local partners can join Transylvania County Tourism in a this 2 page, full color spread in the combined November-December holiday issue.

1/4 page, full color co-op ad: \$500, Valued at \$750

AD SPECIFICATIONS:

Please send 25 words, logo, url, and high resolution photo to: **Christian McLaughlin:** cmclauchlin@mktconnections.com by **Sept. 9th.**

Winter Co-op Marketing Opportunities

Woodland
WINTER GETAWAY

Enter to win our Woodland Winter Getaway Giveaway, including cozy accommodations, dining and a Brevard shopping spree. Plus discover great seasonal activities and events at ExploreBrevard.com/WinterGetaway

BREVARD
ExploreBrevard.com
(800) 648-4523

MAYBERRY'S

Small-batch, homemade, just good food. Sandwiches, salads, soups, desserts and local beer on tap. Casual atmosphere in historic building on Main Street in Brevard.

WWW.MAYBERRYS.CO
(828) 862-6646

Mayberry's

THE GREYSTONE INN

A mountain retreat on the shores of Lake Toxaway with delicious meals, rejuvenating massages and the cozy warmth of crackling fires. Winter escapes starting at \$125 per night. Bar & Restaurant open to the public daily.

GREYSTONEINN.COM
(828) 966-4700

greystone

THEOPHILUS

A collection of favorite things.

Apparel | Shoes | Jewelry | Fragrance
Hosiery | Ties | Hats

Downtown Brevard

THEOPHILUSNC.COM
(828) 884-2994

the-oph-ilus

Complete giveaway rules at ExploreBrevard.com/WinterGetaway

Transylvania County Tourism is offering three 1/6 page ad placements in both *The Laurel of Asheville* and *WNC Magazine*. Highlighting our winter sweepstakes, activities, romantic getaways and unique culture, partners are invited to feature their unique offerings and warm the hearts of visitors in our chilly season.

The Laurel of Asheville is often considered “Asheville’s tourism publication,” as it’s available free on racks at numerous Asheville businesses, hotels and attractions. With a circulation of 50,000, and readership of over 70,000, it’s also available at every Visitor’s Center in the state. A lifestyle publication, *The Laurel* is focused on culture, food, locally grown businesses and the communities of western North Carolina. Three local partners can join Transylvania County Tourism in this full page, full color ad in the December 2019 issue.

1/6 Page, full color Co-op Ad Cost: \$250, Valued at \$500

WNC Magazine is the highest quality WNC lifestyle publication covering 23 counties. Distributed to hotels, medical offices and tourism destinations, it enjoys a subscriber base of 15,000+. With a readership of 78,000, *WNC Magazine* focuses on history, food, outdoor adventure, small town charm, arts and retail. Three local partners can join Transylvania County Tourism in this full page, full color ad in the combined January/February 2020 issue.

1/6 Page, full color Co-op Ad Cost: \$300, Valued at \$500

AD SPECIFICATIONS:

Please send 25 words, logo, url, and high resolution photo to: **Christian McLauchlin:** cmclauchlin@mktconnections.com by **October 18th.**

Spring Co-op Marketing Opportunities



Transylvania County Tourism is pleased to offer special spring campaign placements to interested co-op participants. There are three 1/6 page placements offered to partners in three publications.

Our State Magazine, which consistently celebrates the best of North Carolina, reaches over 200,000 subscribers in those areas that provide highest visitation to Transylvania County. This co-op full-page ad in the April 2020 issue is offered to three 1/6 page advertising partners.

**1/6 page, full color Co-op ad cost: \$750
Valued at \$1800**

Blue Ridge Outdoors is the definitive guide to outdoor sports and travel in the Southeast and Mid-Atlantic. The *Blue Ridge Outdoors* Co-op will run in March 2020. Only three 1/6 page co-op partner ads are

available in this zoned placement, which will reach 163,500 consumers in NC, TN, SC, AL and GA. Each co-op partner will also receive an online web ad on the BRO site for one month. *Blue Ridge Outdoors* does not offer 1/6 page ads except through special co-op programs.

1/6 Page, full color Co-op Ad Cost: \$650, Valued at \$1350

WNC Magazine is the highest quality lifestyle magazine in Western North Carolina covering 23 counties. It is distributed to hotels, medical offices and tourism destinations, while enjoying a subscriber base of 15,000. With a readership of 78,000, *WNC Magazine* focuses on history, food, outdoor adventure, small town charm, arts and retail. The ad will be featured in the combined March/April 2020 issue.

1/6 page, full color co-op ad: \$300, Valued at \$500

AD SPECIFICATIONS:

Please send 25 words, logo, url, and high resolution photo to: **Christian McLaughlin:**
cmclauchlin@mktconnections.com by January 17th.

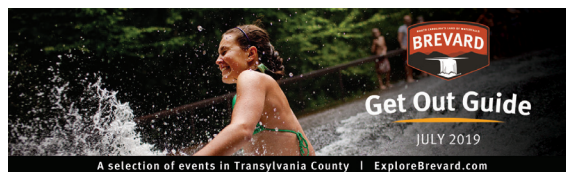
NEW!

Get Out Guide Sponsorship

Transylvania County Tourism is excited to offer a new opportunity to partners who wish to highlight their business or attraction through a special placement in TCT's monthly Get Out Guide, which is distributed to stores, accommodations, restaurants and attractions across our community (3,000 distributed monthly). A sponsorship ad will serve as the foundation for each Guide and the opportunity will be limited to only one partner per issue (11 issues).

SPECIFICATIONS:

Please send 100 words, logo, url, and high resolution photo to: **Christian McLauchlin: cmclauchlin@mktconnections.com 45 days prior to the month your banner runs.**



JUNE 12, 19, 26

SUMMER FAMILY SHOW, 3-4p, a full schedule of family friendly performances including magic, puppets and more, free, Transylvania County Library, library.transylvaniacounty.org, (828) 884-3151

JUNE 15-20

BREVARD AAUW 50TH ANNIVERSARY BOOK SALE, 10a-7p, over 30,000 titles, including puzzles, movies, music and rare books for sale, free, brevard-nc.aauw.net/booksale/, (828)-885-5311

JUNE 15, 22

CHATTAGUA HISTORY COMES ALIVE: ALEXANDER HAMILTON/JACKIE KENNEDY, 7p, enjoy an interactive history story and Q&A with informative historical reenactors, free, Transylvania County Library, library.transylvaniacounty.org, (828) 884-3151

JUNE 17-21

SUMMER ART CAMP, 9a-12:30p or 1p-4p, kids ages 5-12 can explore visual arts, pottery and movement, \$, TC Arts Council, tcarts.org, (828) 884-2787

JUNE 21-JULY 4

ARTS & CULTURE CELEBRATION 2019, enjoy more than 90 arts events in and around downtown Brevard, TC Arts Council, tcarts.org, (828) 884-2787

Your sponsorship

Spotlight

ROCKY'S GRILL + SODA SHOP

ExploreBrevard.com



Brevard and Transylvania County are always bustling and especially in the summer time. In between big adventures and catching up with old favorites, it's easy to miss some great new additions to Brevard's downtown. From delicious restaurants and lively breweries to charming boutiques and the highly anticipated reopening of a beloved lodge, the list of what's new in Brevard is pretty lengthy. Here are a few things that we're all pretty excited about:

Poplar & Ash (22 W. Jordan St, Brevard). This cute and quirky boutique, located in the heart of downtown Brevard, promises to keep you on trend with artisan goods, accessories and unique apparel.

Once you've found your new outfit, you might want to consider a delicious meal right around the corner at **KITCHEN** (44 E. Main St, Brevard), a casual, friendly new eatery that puts a distinct spin on relaxed fare. The chopped salad and spicy shrimp BLT make a fantastic conclusion to a day spent exploring in our charming downtown or up in the forest by a waterfall.

Further up Main Street, **Wolf Brew Bottle Shop**, (36 E. Main St, Brevard) offers a varied, impeccably curated selection of beers, ales and otherwise from microbrews throughout the region and all over the world. Their knowledgeable staff will help you find your new favorite.

Just outside of downtown proper, Brevard's historic Lumberyard Arts District is known for its exciting events, unique art, delicious food, and terrific live music. Asheville-based **Upcountry Brewing** (212 King St, Suite B, Brevard) has opened a taproom in the lumberyard with a selection of their celebrated microbrews.

Across the street, **Vesco's Neighborhood Eatery** (175 King St, Brevard) has been generating plenty of well-deserved buzz for its fusion of mouthwatering Italian food, cocktails, wine, and a lovely vibe that manages to feel warm, neighborhood-y and slightly sophisticated all at once.

Further afield, you'll find the charming **Cedar Mountain Outpost**. It's a mercantile that promises craft beer and good vibes, to say nothing of its calendar of events, where you might just make a new friend.

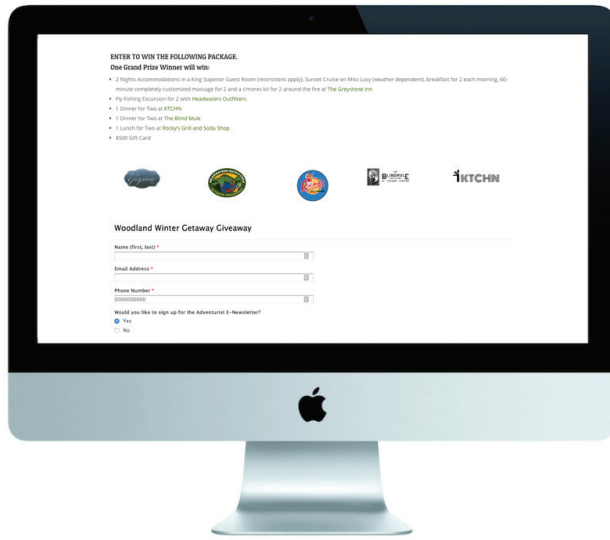
NEW!

Spotlight: E-newsletter Business Profile

Each quarter, Transylvania County Tourism will share a sponsored e-newsletter, with an audience of nearly 19,000 interested travelers, focused on a single business. This will provide a unique opportunity to highlight your businesses with our targeted e-newsletter subscriber base.

SPECIFICATIONS:

Please provide a 400-word description of your business, a logo and three hi-res photographs to: **Christian McLauchlin: cmclauchlin@mktconnections.com 30 days prior to the month your spotlight is featured.**



Sweepstakes

Last year, TCT conducted two “test” sweepstakes that were enormously successful, averaging 2,350 entries per contest. As a result, we have expanded this initiative and will offer Holiday, Winter, Spring and Fall Sweepstakes in 2019-20 to increase awareness and build visitation to our community during shoulder seasons. These sweepstakes result in thousands of entries from all over the country, along with thousands of requests for the Adventure Guide and the Adventurist newsletter. While primarily marketed digitally through blogs and social media, sweepstakes are also marketed through very targeted print publications. A special Sweepstakes landing page for each season lives

on explorebrevard.com, which contains the entry form and provides exposure to local tourism partners who participate with us in each sweepstakes. Sponsors will be provided the email addresses of all entries who opt-in.

TCT is seeking donations of the following:

- Accommodations (2 nights for 2 people, with reasonable black-out dates accepted).
- Dinner or meals for 2 people.
- Activities passes, tours or tickets, or gift certificates valued at a minimum of \$50.

In return for your donation, partner logos with links and information will be included on the Sweepstakes landing page on explorebrevard.com and digital, social and newsletters as space allows. Because TCT must create a custom sweepstakes package that is appropriate for each season’s theme, we may not be able to honor all partner’s requests to participate in this initiative.

Please see the TCT Partner Program Contract to indicate your interest.

Familiarization (FAM) Tours

Each year, Brevard and Transylvania County enjoy the attention of regional, national and international media that travel to our area to learn all the unique things we have to offer. As hosts for the media, we typically provide accommodations, meals, gifts certificates, and all those special touches that make a media visit unforgettable. We want our guests to fall in love with Brevard and Transylvania. These visits have resulted in national magazine cover stories and inclusion in major magazines articles that highlight lifestyle, adventure, outdoors, families and more. Earlier this year, Brevard and Transylvania were featured on The Today Show as the result of one of these visits.

We are seeking interested local tourism partners who would be willing to work with us in providing accommodations, meals and many of things above. Your creativity and hospitality is welcome. Our FAM tour partners are often included or featured as part of resulting press coverage. **On the TCT Partner Program Contract, you’ll find an area to indicate your interest in working with us to accommodate and dazzle the press.** Because TCT must create custom itineraries based on the needs of the media we are hosting, we may not be able to honor all partner’s requests to participate in this initiative.

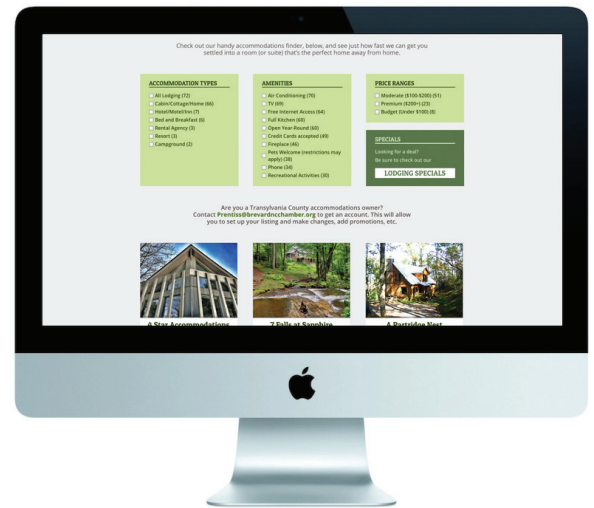


Explore Brevard Events Calendar

ExploreBrevard.com provides a free events calendar to all community marketing partners. It is a great resource to generate awareness for your local events with our online audience. Events posted on the calendar may also be included in additional marketing collateral like the Get Out Guide and the Adventurist e-newsletter. To enter your event on our website, visit explorebrevard.com/events-calendar and click the “Add your own events” button.

Business Listings

ExploreBrevard.com includes comprehensive business listings for accommodations as well as attractions, businesses and places to eat and drink. Each business listing page includes a feature photo, business description, location information and website link. Each listing is optimized with a filterable database which allows website visitors to find your business easily. Linking your website to Explore Brevard’s business listings is also a great way to improve the SEO of your site. To get started with your business listing contact Prentiss@explorebrevard.com.



Media Support

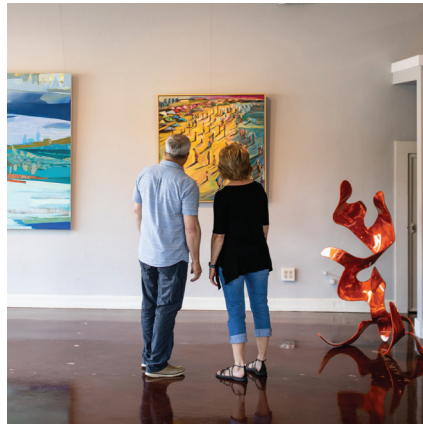
If you are hosting media, and would like assistance, the Explore Brevard team can help. Whether it’s providing FAM tours of the County, photography or simply spreading the word about the visit, our team is prepared to assist you. Contact Prentiss@explorebrevard.com for more information.

Photo Resources

Explore Brevard maintains an extensive database of photography for use in marketing Transylvania County. A selection of public use photos are available to tourism partners for approved purposes and can be found at explorebrevard.com/public-use-photos. For additional photo requests email Prentiss@explorebrevard.com.

Refer to us as a resource

ExploreBrevard.com is an expansive resource for information about Transylvania County. Recreational activities, business listings, videos, events calendar, maps and blog posts provide travelers with a complete picture of what a visit to our area will entail. We ask that when updating your own website you include a link to ExploreBrevard.com as a resource for anyone seeking to learn more about the area. Additionally, we encourage you to follow our social media accounts on Facebook, Instagram, Twitter and YouTube, and share any content we post on your channels.



Contact Us

Transylvania County Tourism
(828) 884-8900

Clark Lovelace - Clark@explorebrevard.com
Prentiss Brewer - Prentiss@explorebrevard.com

ExploreBrevard.com