

northwest tennessee tourism

membership + marketing guide

A partner in promoting your corner of Northwest Tennessee.

twenty six / twenty seven

We're better together

Northwest Tennessee is made up of small towns, local businesses, one-of-a-kind attractions, great places to eat, unforgettable events and communities worth exploring. Together, they tell the story of our region.

The Northwest Tennessee Tourism Association (NWTTA) brings those stories together, promoting our nine-county region as a destination while helping the people, businesses and communities within it reach more visitors.

But we're more than regional promotion.
NWTTA is a marketing partner and resource for our members.

From professional design and content creation to photography, video, campaign support and marketing guidance, we're here to help you tell your story and make the most of your marketing dollars. Whether you're a restaurant, boutique, attraction, lodging property, festival, Chamber, tourism organization or community, you don't have to market alone.

You create the experience. We'll help share it.



PROMOTE

Regional exposure + campaigns



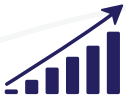
CREATE

Design + marketing services



CONNECT

Industry resources + partnerships



GROW

Tools + support to reach more visitors

Find your place in NWTTA

Whether you're serving visitors, promoting a destination or simply believe in the impact of tourism in Northwest Tennessee, there's a place for you in our regional tourism network.



Tourism Entity Member

$500 Annual Investment

For organizations whose primary role is dedicated to destination marketing and tourism development.

Includes access to NWTTA member marketing rates + resources.

Business + Organzation Member

$200 Annual Investment

For businesses and organizations that are part of the visitor experience or support tourism in Northwest Tennessee.

Includes access to NWTTA member marketing rates + resources.

Individual Member

$100 Annual Investment

For tourism professionals, community leaders and individuals who want to connect with and support NWTN's tourism industry.

Includes NWTTA networking, education, industry communication, and member opportunities.

Community Partners

COUNTY + MUNICIPAL GOVERNMENTS

Counties and municipalities partner with NWTTA through Community Dues, a separate annual investment that helps sustain regional tourism marketing and leverage state tourism resources for Northwest Tennessee.

Community Partners receive access to the same NWTTA marketing services and resources available to our Business + Organization and Tourism Entity Members.

Community Dues are based on population. Contact NWTTA for your community's annual investment.

MEMBER + COMMUNITY PARTNER RATE

$25/hour

Standard Rate: $50/hour

Whether you're promoting an event, launching a new campaign, refreshing your materials or simply need help figuring out where to start, NWTTA can be an extension of your team.

Marketing help, right when you need it.

You don't always need an agency or a full-time marketing person. Sometimes you just need someone who can help turn an idea into something ready to share.

NWTTA Members + Community Partners have access to professional creative and marketing support at a special partner rate.

Creative + Design

Social Media Graphics >> Posts • Stories • Covers • Event Graphics

Print + Promotional Materials >> Flyers • Posters • Rack Cards • Brochures • Menus • Ads

Event + Festival Creative >> Event Branding • Sponsor Graphics • Schedules • Signage • Promotional Materials

Campaign Creative >> Campaign Concepts • Digital Ads • Coordinating Graphics • Promotional Messaging

Visitor-Focused Materials >> Guides • Itineraries • Maps • Tourism Collateral

Marketing Guidance

Sometimes you don't need a graphic. You need a game plan.

NWTTA Members + Community Partners also have access to marketing consultation and guidance to help with: **Campaign Planning • Event Promotion • Social Media Strategy • Tourism Marketing • Advertising Opportunities • Visitor-Focused Messaging**

START WITH NWTTA.

Not sure what you need? Tell us what you're trying to accomplish, and we'll help determine the best next step.

Creative and marketing services are subject to project scope, scheduling and NWTTA availability. Printing, advertising placement and other third-party expenses are additional.

Ready-For-You Marketing Packages

From festivals and grand openings to seasonal promotions and special campaigns, NWTTA offers affordable marketing packages designed to give Members + Community Partners the creative pieces they need to get the word out.

EVENT BOOST
$150

$300 Value

A quick promotional boost for your next event.

Perfect for grand openings, community events, fundraisers, workshops and special happenings.

Includes:
- Primary event promotional graphic
- Facebook event/cover graphic
- 2 coordinating social media graphics
- Promotional copy assistance

SOCIAL STARTER
$250

$500 Value

A ready-to-use collection of content for your social channels.

Great for a business, attraction or organization that needs fresh, cohesive content without ongoing social media management.

Includes:
- 6 branded social media graphics
- Caption/copy assistance
- Basic content + posting recommendations

CAMPAIGN KIT
$375+

$750+ Value

Give your promotion a look of its own.

Designed for festivals, seasonal promotions, tourism campaigns and larger events that need a coordinated marketing presence.

Includes:
- Campaign concept + visual direction
- Primary campaign graphic
- Poster or flyer
- Facebook event/cover graphic
- 6 coordinating social media graphics
- Campaign messaging + copy assistance

Custom Marketing Support

Some projects need more than a package.

NWTTA can work with Members + Community Partners to develop custom marketing support for festivals, events, tourism initiatives and special campaigns.

Services may include: **Campaign Planning • Ongoing Graphic Design • Social Content + Copy • Event Promotion • Marketing Coordination • Photo + Video Coordination**

Custom projects are quoted based on scope, timeline and available NWTTA capacity.

Great marketing starts with *great content.*

Through NWTTA's partnership with Crove Media, Members + Community Partners have access to professional photography and video services designed to help showcase their business, event, attraction or destination.

Use your new content on your website, social media, advertising, visitor materials and more.

NEW MEMBER BONUS

Join NWTTA. Get professional photos on us.

New Business + Organization Members and Tourism Entity Members receive a complimentary:

STARTER PHOTO PACKAGE *$350 VALUE*
- 20–25 professionally edited photos
- 1–1.5 hours of coverage + editing
- Website + social media usage rights

A professional library of fresh images to help you start telling your story from day one.

ALREADY A MEMBER?

We've got you, too.

NWTTA Content Credit

Save on professional photo + video services.

NWTTA Members + Community Partners receive **25% toward** eligible NWTTA Partner Content Services, **up to $300 annually** booked through NWTTA.

Choose the content that best fits your marketing needs, from a fresh set of professional photos to reels, drone footage and full destination video.

One Content Credit per eligible member organization or Community Partner per membership year. Subject to scheduling, available program funding and NWTTA approval.

CROVE MEDIA

NWTTA Partner Content Services

Photography

Starter Photo Package
- 20-25 edited photos
- 1-1.5 hours of coverage + editing time
- Website & social media usage rights

NWTTA Member Price: $350

Signature Photo Package
- 50-60 edited photos
- 2-4 hours of coverage + editing time
- Website & social media usage rights
- Drone photos included

NWTTA Member Price: $700

Destination Photo Package
- 75-100 edited photos
- Multiple locations
- Website & social media usage rights
- 5-7 hours of coverage + editing time
- Drone photos included

NWTTA Member Price: $1,250

Videography

Starter Video Package
- Approximate shoot time:
  1-2 hours filming + 1-2 hours of editing time
- 1 social media reel
- 30-60 second video

NWTTA Member Price: $550

Signature Video Package
- Approximate shoot time:
  3-4 hours filming + editing time
- 1 hero video + 1 reel
- Drone footage included
- 60-90 second video

NWTTA Member Price: $1,300

Destination Video Package
- Approximate shoot time:
  5-7 hours filming + editing time
- Hero video + 4 reels
- Multiple locations
- Drone footage included

NWTTA Member Price: $3,150

Destination Content Package

- 100 edited photos
- Hero video
- 5 reels
- Drone footage included

NWTTA Member Price: $4,000

Content credits, complimentary packages and services are subject to eligibility, scheduling, available program funding and NWTTA approval. Content produced through an NWTTA-subsidized package may also be used by NWTTA for regional tourism promotion.

Your story is part of our story.

When we promote Northwest Tennessee, we're promoting the businesses, attractions, events and communities that make our region worth visiting.

NWTTA Members + Community Partners benefit from year-round regional marketing designed to inspire travel, increase visibility and connect visitors with more places to explore across Northwest Tennessee.

REGIONAL PROMOTION
Opportunities to be featured across NWTTA's social media, website, email marketing and other digital platforms.

NWTN VISITORS GUIDE
Eligible partners receive inclusion in the annual Northwest Tennessee Visitors Guide, distributed to visitors throughout the region and beyond.

CAMPAIGNS + SPECIAL FEATURES
Opportunities to participate in regional campaigns, seasonal promotions, themed content and special initiatives that showcase Northwest Tennessee experiences.

ITINERARIES + TRAVEL CONTENT
Member businesses, attractions, events and communities may be incorporated into visitor itineraries, travel inspiration, blogs and trip-planning content.

CO-OP ADVERTISING
Access to discounted cooperative advertising opportunities that allow partners to extend their reach while sharing the cost of larger placements.

EVENTS + EXPERIENCES
Share upcoming events, festivals, openings and visitor experiences with NWTTA for consideration across regional marketing channels.

STATEWIDE CONNECTIONS
NWTTA serves as a connector between Northwest Tennessee and statewide tourism opportunities, helping our partners stay informed, represented and connected.

Tennessee Hospitality & Tourism Association
Advocate · Communicate · Educate

TENNESSEE SOUNDS PERFECT



Northwest Tennessee - Small Towns... BIG Experiences!

Northwest Tennessee Tourism
1 subscriber
Subscribe
10 Share Ask Save



731 Eat Week

Christmas in our CORNER
NW TN







There's a place for you in our corner.

Northwest Tennessee tourism is stronger when the businesses, organizations and communities that make our region special work together.

Whether you welcome visitors through your doors, create experiences worth traveling for, promote your community or simply believe in the power of tourism, we'd love to have you in our corner.

> Working with NWTTA on the **Benton County Visitors Guide** was a wonderful experience. Kasey was collaborative, creative, and attentive throughout the entire process, taking the time to understand our vision and bring it to life. The finished guide is professional, visually appealing, and something we're proud to share with visitors and our community.



Lorie Matlock
Camden-Benton County Chamber of Commerce

> Partnering with Northwest Tennessee Tourism was one of the best investments our city has made. Kasey's design work and social media marketing for **Sweet Tea Festival** brought a level of professionalism and creativity we simply couldn't have achieved on our own.



Ryan Griffin
Mayor of City of McKenzie, Sweet Tea Festival



Let's be partners.

Join Northwest Tennessee Tourism Association.

Already a Member or Community Partner?
Let's talk about what you're working on
and how NWTTA can help.

Reach out to Kasey at
kasey@nwtntourism.com!



NW TN
Northwest Tennessee
Come to Our Corner

COME TO OUR CORNER.

And let's give more people a reason to do the same.

www.nwtntourism.com • kasey@nwtntourism.com
P.O. Box 996, Paris, TN 38242 • 731-697-5367