



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY



2025

PARTNER MARKETING

Program Booklet

TCTDA PARTNER MARKETING *Program Overview*

Dear Tourism Partners,

We value and appreciate all the attractions, businesses, nonprofits, individuals, and other partners who work in support of the tourism industry in Transylvania County. You take care of our visitors and give personality to our destination.

One of the ways we market Transylvania County is by highlighting our partners. To do so, we need to know our partners. Please complete a Tourism Partner Info Form. This updated form, previously the Partner Profile Form, opens many free avenues for us to promote you, including social media, directory listings, and media pitches. The same applies for entering events on our calendar, which ultimately feeds other web pages, e-blasts, and social media.

We also have an array of advertising opportunities designed to provide value and maximize exposure to your organization. Over the years, the TCTDA has developed effective advertising campaigns that have built a strong brand and contributed to the growth of the tourism industry in our county. These programs leverage our vast reach to visitors, along with our special advertising partnerships, and are provided at an affordable rate to enable the highest possible return on your investment. On the coming pages, we have details on opportunities in various media channels, followed by a request form so you may indicate the programs in which you'd like to participate. We're available, of course, to answer any questions to help you make those decisions. Please reach out to Virginia Watkins at virginia.watkins@transylvaniacounty.org.

While destination marketing is a key area of focus for this organization, we're equally proud of our destination management efforts. From our Leave It Better and Be Waterfall Wise campaigns to the \$400,000+ annually to local projects aligned with our natural resource stewardship and destination infrastructure programs to the \$60,000+ annually to partners in support of local tourism-related events and programs, we're proud of the work made possible by the occupancy tax dollars collected from overnight visitors and hope you are as well. If you would like to learn more about any of these efforts or are interested in applying to serve on one of our committees or our Board of Directors, please contact Clark Lovelace at clark.lovelace@transylvaniacounty.org.

Thank you for all that you, our tourism partners, do to make Transylvania County such a remarkable place to visit. We hope you will take advantage of our offerings.

Best regards,

Dee Dee Perkins
Board Chair

Clark Lovelace
Executive Director

Virginia Watkins
Operations & Outreach

Mollie Gordon
Marketing & Communications

JJ Carson
Special Projects

Market Connections
Marketing Partner Agency

ABOUT THE *Transylvania County Tourism Development Authority*

The TCTDA'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 overnight visitors to Transylvania County accommodations.

In addition to advertising and promotion, the TCTDA also focuses on broader elements of tourism in Transylvania County, including sustainability of the area's natural recreational resources, supporting, and enhancing the infrastructure of the destination, and promoting good visitor behavior. Funds are set aside annually for projects and grants to help support these efforts. The TCTDA office is located in downtown Brevard at 175 East Main Street on the second floor. To learn more, visit [explorebrevard.com](https://www.explorebrevard.com) or contact Executive Director Clark Lovelace.

2024 BOARD OF DIRECTORS

Dee Dee Perkins, *Chair*
Jessica Whitmire, *Vice Chair*
Isaac Allen
Dana Antonuccio
Larry Chapman

Dionne Hodgson
Nory LeBrun
Madeline Magin
Lauren Wise



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ADVENTURE GUIDE *Advertising*

The annual Adventure Guide and foldout Waterfall Map is published in February and distributed throughout the year to 90,000 interested travelers regionally, nationally, and internationally. This high-quality, multi-page, full-color, stapled booklet in traditional rack size provides a wonderful overview of Transylvania County's natural assets, communities, activities, adventures, shopping, dining, and accommodations.

The Adventure Guide program is designed especially for our tourism partners and provides visitors with a great opportunity to learn about our area. With a set number of ad spaces available in two different sizes and various locations, it is our most popular offering that now draws in more requests than spots available.

The Adventure Guide is distributed in the following ways:

- Delivered to locations with high visitor traffic in Transylvania County and neighboring counties.
- Shipped to welcome centers and visitor centers throughout NC and neighboring states.
- Mailed directly to leads requesting it on our website and through several major publications.
- Available digitally and for download on our website, as well as VisitNC.com and Southern Living's slvacations.com.

CONTENT SPECIFICATIONS:

Full Page Ad:

- Trim Size: 4"x 9"
- Bleed Size: 4.25"x 9.25"
- Live Area: 3.75"x 8.75"
- Full color; must be provided in CMYK color space.
- Preferred file format is high resolution (300 dpi) pdf, tiff, or jpeg.
- Crop marks required.



1/3-Page Ad:

- One high-resolution photo
- 25 words of copy
- Contact information (phone/URL/logo)

TRANSYLVANIA FARMERS' MARKET



Open year-round, every Saturday morning.
 May - November: 9am to 12pm
 December - April: 10am to 12pm
 Dozens of vendors with local produce and products.
 Live music, activities for kids, and special events.

828-548-0660 | TransylvaniaFarmersMarket.com
 Located in downtown Brevard at 200 E. Main Street

SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **November 10, 2024**

Please submit content to gfisher@mktconnections.com

ADVENTURE GUIDE *Pricing*



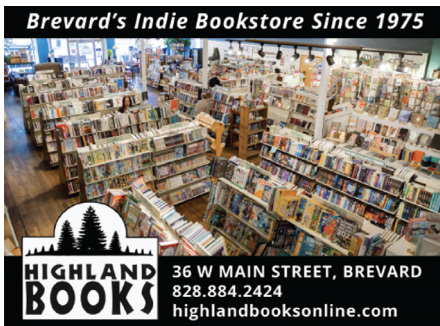
OPTIONS AND PRICING:

Back Cover	\$2,800
Inside Front Cover	\$2,300
Inside Back Cover	\$1,900
Back of Map	\$1,600
Full Page Inside	\$1,000
1/3-Page Inside	\$500
Bolded Accommodation Listing	\$110

POINTS OF INTEREST MAP *Advertising*

The TCTDA produces a two-sided, stand-alone map. One side showcases Transylvania County, highlighting major points of interest throughout the area. The other side features both a map of the greater downtown Brevard area and a WNC regional map for travelers navigating their way through our area. 50,000 of these special edition 12-panel, 4-color maps (folded to rack size), are distributed locally and regionally. A limited number of single advertising spots are available on both sides of the map.

Ad Cost: **\$700**



CONTENT SPECIFICATIONS:

- Size: 3.75" W x 2.75" H
- All ads are full color; must be provided in CMYK color space.
- Preferred file format is high resolution (300 dpi) pdf, tiff, or jpeg
- No bleeds
- Crop marks required

Note: All ads submitted must match sizes specified. Failure to comply may result in an additional design fee and/or the inability for us to place your advertisement. Advertisers will be notified of additional charges incurred if ads are not submitted according to the above outlined specifications.

SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **November 10, 2024**

Please submit content to gfisher@mktconnections.com

POINTS OF INTEREST MAP *Example*



(These images reflect the current 2024 Points of Interest Map)

PRINT CO-OP Advertising

The TCTDA is offering special print advertising placements to interested co-op participants. There are three 1/6-page placements available to partners in four publications at varying times of the year. A sample of a co-op ad is featured on page 11.



Blue Ridge Outdoors

Blue Ridge Outdoors is the definitive guide to outdoor sports, health, and adventure travel with a readership of over 300,000 over 11 states and areas, including NC, SC, VA, KY, GA, AL, WV, PA, TN, MD, and DC. Co-op ads will run in the Spring (Fishing Adventures and Recreate Responsibly) and Fall (Biking Adventures and Family Outings). Three 1/6-page co-op partner ads are available in each issue, although if partner demand is as high as 2024, we reserve the right to run a 2-page ad featuring 6 partners with the same ad size. 1/6-page ads are only made available by the TCTDA's special co-op program.

1/6-page, full color co-op ad cost: **\$800 per ad - 50% discount**

SUBMISSION DEADLINES:

Spring (March) by **January 24, 2025**

Fall (September) by **July 22, 2025**

WNC Magazine

The highest quality lifestyle magazine in Western North Carolina covering 24 counties, WNC Magazine celebrates the culture, history, arts, retail, food and small-town charm of the NC mountains. With a readership of 70,000, it is distributed to hotels, medical offices, restaurants, and tourism destinations.

Three 1/6-page co-op partner ads are available in the spring issue (Our Favorite Places) and fall issue (Our Handcrafted History). However, if partner demand is as high as 2024, we reserve the right to run a 2-page ad featuring 6 partners with the same ad size.

1/6-page, full color co-op ad cost: **\$350 per ad - 50% discount**

SUBMISSION DEADLINES:

Spring (March - May) by **January 15, 2025**

Fall (September - November) by **July 1, 2025**

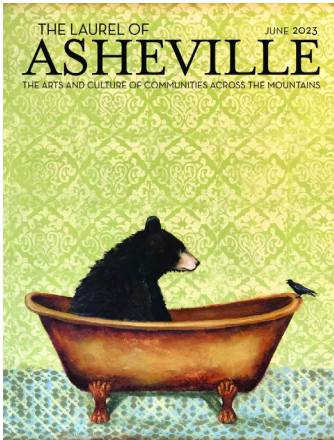


CONTENT SPECIFICATIONS FOR ALL CO-OP ADS:

25 words, logo, URL, and high-resolution photo/image.

Please submit content to gfisher@mktconnections.com

PRINT CO-OP *Advertising*



The Laurel of Asheville

This monthly publication is free on racks to visitors in 11 western NC counties and 300+ locations. With a readership of 60,000, The Laurel is a go-to magazine highlighting arts, culture, lifestyle, events, outdoor adventure, and attractions in the area. Three 1/6-page co-op partner ads will be included in a full-page Explore Brevard ad in the Spring issue.

1/6-page, full color co-op ad cost: **\$300 per ad - 45% discount (based on 2024 rates)**

SUBMISSION DEADLINES:

Spring (April) by **February 26, 2025**

CONTENT SPECIFICATIONS FOR ALL CO-OP ADS:

25 words, logo, URL, and high-resolution photo/image.
Please submit content to gfisher@mktconnections.com

PRINT CO-OP *Example*

ADVENTURE AT EVERY LEVEL

EXPLOREBREVARD.COM

Headwaters Outfitters

Moments become memories when you step into the waters of Transylvania County. Find adventure and escape for a while with Headwaters Outfitters.

828.877.3106

HEADWATERSOUTFITTERS.COM

Pisgah Climbing School

Experience Pisgah National Forest's premier rock climbing. With a variety of climbing options suitable for all skill levels, we can personalize your family's next adventure.

828.222.ROPE

PISGAHCLIMBINGSCHOOL.COM

Heart of Brevard

Where Main Street meets the mountains. Come explore and experience the heart and soul of Brevard, where every street tells a story, and every visit is an adventure.

828.884.3278

BREVARDNC.ORG

WEBSITE Advertising

The TCTDA is excited to announce the upcoming launch of our newly redesigned website, explorebrevard.com. We're introducing website ads with a new design and improved user-experience, aimed at encouraging better engagement.

These ads offer a special advertising opportunity, reaching a large audience of people planning trips to the area. Two ad sponsors will be featured on each of our three popular website pages: "Happening This Week," "Eat & Drink," and "Stay." Each of these pages receives over 2,000 monthly visitors. Designed by our marketing firm, these ads are crafted to blend seamlessly with the content, enhancing the overall look and feel of the page. You can see an example of what the ads will look like below.



The Sunset Motel

Voted among the "10 Best Roadside Motels" in all of America by USA Today's readers for 2020 and 2021, The Sunset Motel offers the classic "Vintage Vibes" roadside motel experience all within a 10 minute walk to the center of downtown Brevard. We're clean, affordable, comfortable, and employ friendly hometown staff. Our campus, includes wi-fi, cable, in-room fridge, microwave, hair dryer, coffee maker & flat-screen TV's.

[Visit Website](#)

We encourage you to leverage this powerful marketing platform to offer discounts or incentives that drive traffic to your website and through your doors. Online ads with enticing offers are proven to be among the most effective strategies for attracting and converting customers.

Pricing:

May – October: **\$125 per month**

November – April: **\$75 per month**

CONTENT SPECIFICATIONS:

- One horizontal, high-resolution photo
- Up to 175 words of copy introducing your business/promotion
- Website URL

SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **30 days prior to the month your ad will run**

Please submit content to gfisher@mktconnections.com

If not submitted by the deadline, the TCTDA reserves the right to fill the ad space as it sees fit, including, but not limited to, pulling needed content from the partner's online images and copy. The partner is responsible for the cost regardless.

SPOTLIGHT E-NEWSLETTER *Advertising*



The TCTDA has an opt-in audience and subscriber base of over 38,000 interested travelers. This sponsored content E-newsletter will focus on a single Transylvania partner’s business or attraction, providing a unique opportunity to tell your story and inspire visitors to come to your event or destination. These special spotlights are available to partners (one per year) for **Spring, Early Summer, Mid-Summer, Fall, and the Holidays (December).**

Spotlight Cost: **\$500 per Spotlight**

CONTENT SPECIFICATIONS:

- 400-word description of your business
- Logo
- 3 high-resolution photos
- Captions For Photos (1 sentence)

SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **40 days prior to the month your Spotlight will run**

Please submit content to gfisher@mkconnections.com

PAID OPPORTUNITIES *Pricing Guide*

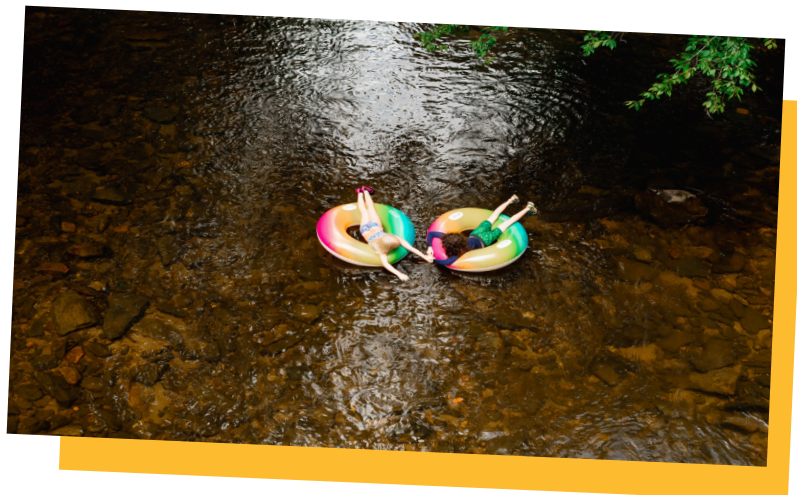
ADVENTURE GUIDE:

Back Cover	\$2,800
Inside Front Cover	\$2,300
Inside Back Cover	\$1,900
Back of Map	\$1,600
Full Page Inside	\$1,000
1/3-Page Inside	\$500
Bolded	
Accommodation Listing	\$110



POINTS OF INTEREST MAP:

Map Ad	\$700
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PRINT CO-OP:

Blue Ridge Outdoors	\$800
WNC Magazine	\$350
The Laurel of Asheville	\$300

WEBSITE:

May - October	\$125
November - April	\$75



SPOTLIGHT E-NEWSLETTER:

Spotlight	\$500
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PMO QUALIFICATIONS & Procedures

- All partner marketing and promotional opportunities are limited to tourism-related businesses and nonprofits (hereafter referred to as partners) operating in Transylvania County.
- Partners with unpaid balances with the TCTDA may not book new opportunities until their balance is paid in full.
- **Requests are to be submitted via the online [PMO Request Form](#) with a deadline of October 8, 2024. At that time:**
 - If only one partner has requested a specific opportunity, they will be booked in that spot.
 - If more than one partner has requested a specific opportunity, a lottery will be held to select the partner who will be booked in that spot. Note that if that same opportunity has more than one request the following year, the partner who received the spot the prior year is ineligible for the upcoming year, in order to be fair to all interested parties.
 - If no partners are interested in a specific opportunity, that opportunity will become available on a first-come, first-served basis.
- Partners will be informed of the opportunities they received by email approximately 5-7 business days after the October 8 request deadline. Partners will receive a second email from Transylvania County during this time with their invoice.
- Please note **payments must be made by December 31, 2024**. If payment is not received by that time, the TCTDA reserves the right to secure another partner for that spot. Please reach out to virginia.watkins@transylvaniacounty.org before the December 31 payment deadline if you need to discuss your payment further. **The first 10 partners to pay their bill in full will be entered into a drawing for a free website ad.**
- To pay your bill, we are **now accepting credit card payments** through Transylvania County (please refer to your invoice for contact info). We will also continue to accept checks by mail or by a friendly visit to our office.
- All ad artwork and content must be submitted to gfisher@mktconnections.com. If not submitted by the deadline, the TCTDA reserves the right to fill the ad space as it sees fit. The partner is responsible for the cost regardless.
- In some cases, once ample time for tourism partners has passed, a limited number of certain opportunities may be made available to non-tourism-related businesses.

IN KIND Offerings



Familiarization (FAM) Tours

When media visit our area to explore what makes us unique, the TCTDA customizes their itineraries to create an unforgettable experience. These visits often lead to national broadcasts, major articles, or high exposure on digital platforms. We invite you to help make these media visits possible by contributing accommodations, meals, experiences, or items for gift baskets. In return, your business gets the chance to be featured in the resulting media coverage, showcasing your offerings to a broad audience.

Sweepstakes

Our two annual sweepstakes are designed to boost awareness and visitation during the holiday and winter seasons, generating thousands of entries. Each sweepstakes has a dedicated landing page showcasing your business and logo on both the Explore Brevard and Romantic Asheville websites, with links directed to the entry form and partner websites. The sweepstakes are primarily marketed digitally through 3rd party e-blasts and digital ads, blogs, and social media. If your business would like to be considered, we're looking for partners who can provide one of the following: a 2-night stay, an experience or service valued at \$150+, or an evening of fine dining.




The Bromfield Inn

The historic Bromfield Inn is an elegant colonial revival masterpiece that has been restored to its original splendor offering a host of modern amenities. This stay includes a lovely room with en suite bath, breakfast for two, and access to Bromfield's formal dining room, parlor and landscaped courtyards nestled on two acres and just a short walk from Brevard's vibrant downtown.



Rusty Spur Trail Rides

Saddle up. You and your partner's hearts will be galloping with excitement as you wander through DuPont State Recreational Forest by horseback. Rusty Spur guides you and your love on a 2.5-hour waterfall trail ride stopping at High Falls and Triple Falls. Bring your lunch along and enjoy a picnic by a lovely waterfall during the trail ride.



The Bohemian Restaurant

Transport yourself around the world in this fine dining culinary experience, featuring foods from America, Europe and Asia. The Bohemian selects the finest ingredients to bring you the best quality in food. The charm of this 1914 bungalow will have you and your honey feeling right at home while enjoying a complimentary bottle of wine with your meal.

MORE IN KIND *Offerings*



Photo Contests

This year, with our new capability to collect photos through CrowdRiff, we're launching photo contests to enhance our asset library and showcase our beautiful region. These contests will be held several times throughout the year, offering businesses the chance to contribute a prize valued at \$100+ and gain high visibility. Each contest is marketed through digital ads and social media to encourage entries and will highlight the prize the winner will receive prominently. If your business is interested in providing a prize, you'll enjoy significant exposure as part of this exciting new initiative.



Other Special Opportunities

There are sometimes opportunities outside of those mentioned above where partners can receive promotion of their brand by donating goods and services. These can range from a gift basket giveaway with various local goods and services to a unique combination of our needs and partner's offerings, like Farmhouse Foliage providing plants for the TCTDA booth at the Outdoor Economy Conference and tabletops at our Kickoff Social for 2024 Tourism Partner Marketing Opportunities.

COMPLIMENTARY *Offerings*

Many of the free opportunities below are dependent on you, our tourism partner, taking the first step. Please inform us of your business by filling out the [Tourism Partner Info Form](#). We also encourage you to let us know when you have unique opportunities, big changes or special awards/media recognition so that we can help promote you.

Get Our E-Newsletter For Tourism Partners The monthly “Tourism News” is designed specifically for our local tourism partners and is full of TCTDA, local community and industry news and events that makes great potential content for you to share on your social networks to clientele. Subscribe [here](#).

Directories on Our Website Our new website features many new directories for our tourism partners that feature your business info and a link to direct visitors directly to you. Our goal is to eventually have online listings for all of our tourism partners, however we appreciate your understanding as we work towards this goal. To get us started, please fill out the [Tourism Partner Info Form](#). Once an online listing is established, it is your responsibility to notify us of any changes so we have your most up-to-date information on our website. We will continue to add new directory categories, so if you don't see yours yet, it's coming soon.

Your Events on Our Calendar Explorebrevard.com has a free local events calendar intended to promote special events that you can submit to on our [Calendar page](#). We use these special events when pulling for other marketing collateral. Please do not submit daily or regular services, classes, or tours, as they will not be approved to appear on the calendar. To qualify, your event must also take place within Transylvania County and be relevant to visitors.

Special Lodging Deals With a focus on the shoulder seasons and winter months, we invest in driving visitors looking for deals to our [Lodging Specials website page](#). To ensure your offer reaches a highly-engaged audience actively planning their stay, fill out [this form](#).

Follow Us, Like Us, & Subscribe Get the most out of your social media with the help of ours. Our social media handles/usernames are: [Instagram](#) and Threads (@explorebrevardnc), [Facebook](#) (@Explore Brevard), [YouTube](#) (VisitWaterfallsNC), and [X](#) formerly Twitter (@Explore_Brevard). We also encourage you to tag us in your posts and use the hashtag [#ExploreBrevard](#).

Join Our Facebook Group Stay connected with us and fellow tourism partners by joining our Facebook Group. It's a great way to keep up with updates, share insights, and connect with the community. You can join the group [here](#).

Help Us See Your Social Content Connecting your social media accounts to our CrowdRiff platform is a simple process that allows us to track the content you share and what others tag you in. This can help us stay up-to-date and better promote your business. If your business account is linked to your personal Facebook, we can only access content on the business accounts you grant permission for. It's a straightforward way to ensure your content is on our radar. [Here](#).

Back Link to Our Website We can provide you with our logo to back link on your website, providing your users easy access to all that our [explorebrevard.com](#) website has to offer.

MORE COMPLIMENTARY *Offerings*

Let Our Tools Be Your Tools Our collateral marketing materials are resources that you can provide your customers. Adventure Guides with a foldout Waterfall Map, our Points of Interest Map, and posters of our Be Waterfall Wise and Leave It Better messaging are great tools to assist your visitors. Contact virginia.watkins@transylvaniacounty.org to discuss your request.

Use Our Public-Use Photos Available to tourism partners for limited non-commercial purposes, these photos can be found on our website. For more details and to view the photos, go [here](#).

Summer Camp Season We support our camps with a [Summer Camps](#) landing page on our website, with information for parents and counselors, provide Camp Counselor Discount Cards with the Chamber of Commerce and provide complimentary posters of our Be Waterfall Wise and Leave It Better campaigns. To help all tourism partners anticipate the traffic flow that the season brings, we compile a [Camps & Major Events Calendar](#) to aid in logistics preparations like ordering and staffing.

Sell Explore Brevard Swag We have Explore Brevard hats, shirts, postcards, water bottles, and other swag available for purchase at the Brevard/Transylvania Visitor Center. If you would like to sell our branded products at your tourism business, please contact virginia.watkins@transylvaniacounty.org to acquire them at a reduced rate.

Sit in on Our Meetings If you want to get the inside scoop on what we're working on, our Board of Directors meetings and various committee meetings are open to the public and you're welcome to join us. Here are the [meeting schedules](#).

Don't forget to submit the online [PMO Request Form](#) by October 8th.



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY

Contact Us

(828) 884-8900

Clark Lovelace - clark.lovelace@transylvaniacounty.org
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explorebrevard.com