

# Branson™

2018  
SALES GUIDE



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# Welcome

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Dear Branson Partner,

We are excited to share a comprehensive guide of advertising and sponsorship opportunities available through your Branson Chamber of Commerce and Convention & Visitors Bureau. We offer many ways to engage business partners by delivering impactful, results-driven opportunities to enhance your company's visibility and ultimately your bottom line.

The 2018 Sales Guide delivers a complete look at the offerings for the upcoming year, allowing businesses to better plan, budget, and allocate resources. Our focus to create a more robust return on investment for our community partners starts with this guide.

Please take a moment to review the partnership options for 2018, note the opportunities that best fit your business, and start planning today to grow your business in Branson. Thank you for all that your business and employees do for Branson and its many visitors. We look forward to embarking on a very successful 2018!



Sincerely,

Jeff Seifried

## 2018 Chamber of Commerce Partner

Becoming a Chamber of Commerce partner is simple and allows your business and/or organization to receive recognition throughout the year!

As a Chamber of Commerce partner, you will commit to sponsor an event(s) and/or utilize one or some of the many Chamber advertising opportunities selected on the Events, Marketing and Programs listing agreement. Your 2018 membership dues will also be included in your partner level category.



**Bronze partnership:** Investment of \$5,000 - \$9,999

- All benefits from your membership, sponsorships and advertisement selected
- Recognition on partner banner that will be displayed at all events
- Recognition on BransonChamber.com
- Recognition as Bronze Partner in weekly Chamber Connection newsletter
- Receive a Bronze Chamber of Commerce Partner 2018 logo  
*(with use guidelines)*



**Silver partnership:** Investment of \$10,000 - \$14,999

- All benefits from your membership, sponsorships and advertisement selected
- Small logo on partner banner as Silver Partner *(banner will be displayed at all 2018 events)\**
- Small logo as Silver Partner on BransonChamber.com
- Small logo as Silver Partner in weekly Chamber Connection newsletter
- Receive a Silver Chamber of Commerce Partner 2018 logo  
*(with use guidelines)*

| PARTNERSHIP OPTION | RATE                |
|--------------------|---------------------|
| Bronze Partner     | \$5,000 - \$9,999   |
| Silver Partner     | \$10,000 - \$14,999 |
| Gold Partner       | \$15,000 - \$19,999 |
| Platinum Partner   | \$20,000+           |



**Gold Partnership:** Investment of \$15,000 - \$19,999

- All benefits from your membership, sponsorships and advertisement selected
- Logo on partner banner as Gold Partner (*banner will be displayed at all 2018 events*)\*
- Logo recognition as Gold Partner on BransonChamber.com
- Logo recognition as Gold Partner in weekly Chamber Connection newsletter
- Receive a Gold Chamber of Commerce Partner 2018 logo (*with use guidelines*)



**Platinum Partnership:** Investment of \$20,000+

- All benefits from your membership, sponsorships and advertisement selected
- Large logo recognition on partner banner as Platinum Partner (*banner will be displayed at all 2018 events*)\*
- Large logo recognition as Platinum Partner on BransonChamber.com
- Large logo recognition as Platinum Partner in weekly Chamber Connection newsletter
- Receive a Platinum Chamber of Commerce Partner 2018 logo (*with use guidelines*)

Closing Date: Events, Advertising and Program listing agreement forms are due by Friday, December 15 to take advantage of the full benefits listed.

For contracts, contact the Membership Department:

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

Sales Contact: Shelly Vorhaben

Email: [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com)

Phone: 417-243-2114

## Branson's Black Tie Gala

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Command the attention of the most influential leaders in the community during Branson's premier and exclusive Black Tie Gala. An evening filled with entertainment and the grand presentations of the Mary, Pioneer, Ambassador, Beautification, Care for Kids, and Community Spirit Awards in recognition of outstanding contributions in our community. This will be an evening you will not want to miss.

### Thank You Sponsor

- Two tickets to Gala
- Opportunity to place a "Thank You" message (200 characters or less) on Gala program and screen during the reception with company name

### Award Sponsor (6 available)

- Company name listed as "award presented by" on Gala program
- Opportunity to be on stage while award is presented and have your picture taken with award winner

### Kids Pajama Party Sponsor

- Logo included on invitation under pajama party information
- Logo on Gala signage
- Opportunity to provide goodie bag items for the Pajama Party attendees

### Entertainment Sponsor

- Two tickets to Gala
- Name included on invitation & program as "entertainment provided by"
- Opportunity to introduce entertainment on stage during dinner

### Table Sponsor

- Ten tickets (one table) to Gala with sponsorship recognition
- Recognition on program



### Valet Sponsor

- Four tickets to Gala
- Name included on invitation & program as "valet service provided by"
- Logo on valet signage outside of the Branson Convention Center & Gala
- Opportunity to provide each attendee utilizing valet service with promotional item at the end of the night

### Dessert Sponsor

- Four tickets to Gala
- Logo included on invitation & program
- Logo included on 700+ desserts plated for attendees
- Recognition on screen throughout the Gala

### Wine Sponsor

- Four tickets to Gala
- Logo included on invitation & program
- Logo included on bottle of wine placed at each table
- Recognition on screen throughout the Gala



**Jubilee Sponsor**

- Ten tickets (one table) to Gala with sponsorship recognition
- Logo included on invitation & program
- Logo displayed throughout the Gala including on screen and wall
- 30-second commercial to be played during pre-program presentation
- Name on BransonBlackTie.com/BransonChamber.com throughout 2018

**Celebration Sponsor**

- Twenty tickets (two tables) to Gala with sponsorship recognition
- Logo included on invitation & program
- Logo displayed throughout the Gala including on screen and wall
- Recognition as Celebration sponsor from stage
- 60-second commercial to be played during pre-program presentation
- Logo on BransonBlackTie.com/BransonChamber.com throughout 2018

**Gala Sponsor**

- Twenty tickets (two tables) to Gala with sponsorship recognition
- Logo included as Gala sponsor on invitation & program
- Logo displayed on stage, wall and additional areas throughout Gala
- Recognition as Gala sponsor from stage
- 90-second commercial to be played during pre-program presentation
- Opportunity to provide champagne toast from the floor, closing the Gala, with champagne provided for your table
- Logo on BransonBlackTie.com/BransonChamber.com throughout 2018

Closing Date: Friday, December 8, 2017 - to be included on invitation, Friday, January 12, 2018 - to be included on program

Date of the Event: Friday, February 23, 2018

Location: Branson Convention Center

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

| SPONSORSHIP OPTION        | RATE    | SPONSORSHIP OPTION  | RATE    |
|---------------------------|---------|---------------------|---------|
| Thank You Sponsor         | \$250   | Dessert Sponsor     | \$2,500 |
| Award Sponsor             | \$500   | Wine Sponsor        | \$2,500 |
| Kids Pajama Party Sponsor | \$550   | Jubilee Sponsor     | \$3,500 |
| Entertainment Sponsor     | \$750   | Celebration Sponsor | \$5,000 |
| Table Sponsor             | \$1,000 | Gala Sponsor        | \$7,000 |
| Valet Sponsor             | \$1,750 |                     |         |

## Business Awards Luncheon

Become part of the celebration for Branson's 2018 Business Awards Luncheon where the 2018 Small Business of the Year, 2018 Charity of the Year and the 2018 Champion of Healthcare will be announced.



### Table Sponsorship

- Eight tickets (one table) to the event with signage
- Recognition on event program

### Event Sponsorship

- Ten tickets (one table) to the event with signage
- Small logo on event invitation & program

### Presenting Sponsorship *(one available)*

- Sixteen tickets (two tables) to the event with signage
- Logo on event invitation & program
- Opportunity to welcome attendees *(three minutes)*
- Company's banner to be showcased at event *(to be provided by sponsor)*
- Logo displayed throughout the event

Closing Date: Friday, August 24, 2018 - To be included on invitation & program

Event Date: Friday, October 26, 2018

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

| SPONSORSHIP OPTION     | RATE    |
|------------------------|---------|
| Table Sponsorship      | \$250   |
| Event Sponsorship      | \$750   |
| Presenting Sponsorship | \$1,500 |



## Business Luncheon

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Put your brand in front of local business leaders and the community during Branson's Business Luncheon!

Enjoy a delicious lunch while hearing about key issues facing you and your business all while building your network and making new connections.



### Table Sponsorship

- Eight tickets (one table) to the event
- Sponsorship signage at a reserved table
- Recognition on event invitation

### Presenting Sponsor

- Ten tickets (one table) to the event
- Sponsorship signage at prime reserved table
- Logo on event invitation & program
- Opportunity to welcome attendees (3 - 5 minutes)
- Company's banner to be showcased at event (*to be provided by sponsor*)

Closing Date: Friday, March 9, 2018

Event Date: Friday, April 27, 2018

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

| SPONSORSHIP OPTION | RATE  |
|--------------------|-------|
| Table Sponsorship  | \$250 |
| Presenting Sponsor | \$500 |

## Annual Membership Luncheon

While enjoying a fabulous lunch, showcase your business to attendees as they hear the Branson/Lakes Area Chamber of Commerce & CVB's Annual Report.



### Table Sponsorship

- Eight tickets (one table) to the event
- Sponsorship signage at a reserved table
- Recognition on event invitation

### Presenting Sponsor

- Ten tickets (one table) to the event at prime table location
- Sponsorship signage at table
- Logo on event invitation & website
- Recognition at event with introduction from stage
- Company's banner to be showcased at event (*to be provided by sponsor*)
- Receive names & contact information of those in attendance

Closing Date: Friday, December 22, 2017

Event Date: Friday, January 26, 2018

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

| SPONSORSHIP OPTION | RATE  |
|--------------------|-------|
| Table Sponsorship  | \$250 |
| Presenting Sponsor | \$500 |

## Legislative Luncheon

Put your brand in front of local business leaders, the community and your legislators during Branson’s Legislative Luncheon! Enjoy a delicious lunch while hearing from local state legislators and the Branson/Lakes Area Chamber of Commerce & CVB’s lobbyist on key issues happening within the State of Missouri.



### Table Sponsorship

- Eight tickets (one table) to the event
- Sponsorship signage at a reserved table
- Recognition on event invitation

### Presenting Sponsor - **SOLD**

- Ten tickets (one table) to the event at prime table location
- Sponsorship signage at table
- Logo on event invitation & program
- Opportunity to welcome attendees (3 - 5 minutes)
- Company’s banner to be showcased at event (*to be provided by sponsor*)

Closing Date: Friday, June 8, 2018

Event Date: Friday, July 27, 2018

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

| SPONSORSHIP OPTION | RATE  |
|--------------------|-------|
| Table Sponsorship  | \$250 |
| Presenting Sponsor | \$500 |



## Good Morning, Branson!

Do you wonder what is happening in our schools, with the City, County or the Chamber of Commerce and Convention & Visitors Bureau? Then Good Morning, Branson is the place for you to be! Hear updates from these local entities while showcasing your business to community and Chamber leaders.

In 2018, Good Morning, Branson will take place on Thursday, March 15, June 21, September 20 and December 13.



### Presenting Sponsor

- Logo on event invitation
- Logo on event page on BransonChamber.com
- Company's banner to be showcased at event (*to be provided by sponsor*)
- Admission for up to five attendees from sponsoring business
- Opportunity to provide gift for each attendee (*per sponsor discretion*)
- Receive names & contact information of those in attendance

Closing Date: Friday, January 19, 2018

Sales Contact: Emily Sutliff  
Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)  
Phone: 417-243-2138

| SPONSORSHIP OPTION | RATE  |
|--------------------|-------|
| Presenting Sponsor | \$500 |

## Business After Hours

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Put your business in front of community and Chamber members while building connections that will grow your business and personal network.

In 2018, Business After Hours will take place on Thursday, February 15, May 17, August 16 and November 15.



### Presenting Sponsor

- Logo on event invitation
- Logo on event page on BransonChamber.com
- Company's banner to be showcased at event (*to be provided by sponsor*)
- Admission for up to ten attendees from sponsoring business
- Opportunity to provide gift for each attendee (*per sponsor discretion*)
- Receive names & contact information of those in attendance

Closing Date: Friday, January 19, 2018

Sales Contact: Emily Sutliff  
Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)  
Phone: 417-243-2138

| SPONSORSHIP OPTION | RATE  |
|--------------------|-------|
| Presenting Sponsor | \$500 |

## Sip & Savor

Branson's premier tasting event will return in 2018 bringing together all your Branson/Lakes Area favorites to enjoy in one place and you can be in the center of it all!

### Event Sponsor

- Name on event banner
- Two tickets to event
- Logo on event yard signage

### Volunteer Sponsor

- Name on event banner
- Four tickets to event
- Logo on event yard signage
- Logo on volunteer t-shirts (*approx. 30*)

### Entertainment Sponsor (*Two Available*)

- Logo on event banner
- Six tickets to event
- Logo on event yard signage
- Logo on Sip & Savor marketing
- Company banner on stage  
(*to be provided by sponsor*)

### Ticket Sponsor (*Two Available*)

- Logo on event banner
- Six tickets to event
- Logo on event yard signage
- Logo on Sip & Savor marketing & tickets
- Company banner at registration  
(*to be provided by sponsor*)



### Presenting Sponsor (*One Available*)

- Logo on event banner
- Ten tickets to event
- Logo on event yard signage
- Logo on Sip & Savor marketing with "Presented by" recognition
- Table display at registration  
(*to be provided by sponsor*)
- Exclusive logo on event plate provided to first 200 attendees

Closing Date: Friday, August 3, 2018

Event Date: Thursday, October 4, 2018

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

| SPONSORSHIP OPTION    | RATE    |
|-----------------------|---------|
| Event Sponsor         | \$150   |
| Volunteer Sponsor     | \$250   |
| Entertainment Sponsor | \$500   |
| Ticket Sponsor        | \$500   |
| Presenting Sponsor    | \$1,500 |



## Leadercast



The world is looking for great leaders to follow. In order to become those leaders to the outside, we have to lead ourselves first. We must walk the walk. It's like the flight attendants tell us – please remember to wear your own oxygen mask before helping others. In 2018, Leadercast will focus on that very concept. How do you lead yourself effectively? How do you develop your core principles and values so that your leadership is an outpouring of your innermost self? And how much more will those who follow you benefit from your leadership when you lead yourself well?

### Exhibitor Booth

- One event ticket
- Exhibitor booth in lobby of event location
- Opportunity to provide giveaway for attendee prize

### Table Sponsor

- Eight tickets to event with reserved table for attendees
- Exhibitor booth in lobby of event location
- Opportunity to provide giveaway for attendee prize
- Small logo included on website and marketing materials
- Recognition throughout event

### Event Sponsor

- Eight tickets to event with reserved table for attendees
- Exhibitor booth in lobby of event location
- Opportunity to provide giveaway for attendee prize
- Logo included on website and marketing materials
- Recognition throughout event
- Opportunity to place marketing materials at each place setting
- Opportunity to address audience for three minutes

### Presenting Sponsor

- Sixteen tickets to event with two reserved tables for attendees
- Exhibitor booth in lobby of event location
- Opportunity to provide giveaway for attendee prize
- Logo included on website and marketing materials with name mentioned in press releases
- Recognition throughout event
- Opportunity to place marketing materials at each place setting
- Opportunity to address audience for 5 to 7 minutes
- Company's banner to be showcased at event *(to be provided by sponsor)*
- Logo on event tickets

Closing Date: Friday, January 19, 2018

Event Date: Friday, May 4, 2018

Sales Contact: Emily Sutliff

Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)

Phone: 417-243-2138

| SPONSORSHIP OPTION | RATE    |
|--------------------|---------|
| Exhibitor Booth    | \$250   |
| Table Sponsor      | \$500   |
| Event Sponsor      | \$750   |
| Presenting Sponsor | \$1,500 |

## Ignite Branson

Ignite Branson is a networking group, a social club, a professional development group and a volunteer network rolled into one membership program. Our vision is to foster an environment where young professionals are energized, engaged and empowered to continue the legacy of leadership, progress and growth that has shaped the Branson/Lakes area.



Now is the time to put your business in front of Branson's up and coming leaders, progress makers and the future of Branson while showing your support for our area young professionals!

### **Signature Sponsor** *(sponsorship of one of Ignite's Signature quarterly events)*

- Admission for five young professionals to attend the event
- Logo included on event materials
- Company's banner to be showcased at event *(to be provided by sponsor)*
- Opportunity to welcome attendees *(3 - 5 minutes)*
- Name to be included on IgniteBranson.com in 2018 as a sponsor

### **Presenting Sponsor**

- Admission for five young professionals to attend all 2018 events
- Logo included on all Ignite materials in 2018 as presenting sponsor
- Opportunity to speak at two Ignite events in 2018 *(5 minutes)*
- Logo to be included as presenting sponsor on Ignite Branson signage
- Logo displayed on IgniteBranson.com throughout 2018 as presenting sponsor
- Will receive Presenting Sponsor of Ignite Branson logo to be used by company *(guidelines will be provided)*

Closing Date: Friday, December 22

Sales Contact: Emily Sutliff  
Email: [esutliff@bransonchamber.com](mailto:esutliff@bransonchamber.com)  
Phone: 417-243-2138

| SPONSORSHIP OPTION | RATE    |
|--------------------|---------|
| Signature Sponsor  | \$500   |
| Presenting Sponsor | \$1,500 |

## Lakes Area Leadership Host Sponsor

The Lakes Area Leadership Academy is designed to motivate professionals to develop and enhance the quality of leadership and groom them for greater leadership roles in organizations across the community and beyond. The 2018 Lakes Area Leadership will be a 12-month commitment with 11 educational sessions.



### Host Sponsorship:

- Logo placed on class materials for each session day
- Logo placed on the Lakes Area Leadership page of BransonChamber.com with link
- Opportunity to welcome class on two session days (*approximately 5 minutes*)
- Two tickets to the opening/graduation ceremony in January

Closing Date: Monday, December 31, 2017

Sales Contact: Shelly Vorhaben  
Email: [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com)  
Phone: 417-243-2114

| SPONSORSHIP OPTION | RATE                        |
|--------------------|-----------------------------|
| Host Sponsor       | \$1,500 ( <i>annually</i> ) |



## Community Leadership Visit

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A delegation of community leaders travel to peer cities and learn from their experiences on topics that impact the Branson area. Topics include best practices on common issues such as workforce development, talent attraction, tourism trends, downtown development and many other community drivers. The Community Leadership Visit offers the opportunity for interaction with leaders in other parts of the country while building stronger relationships with local Branson business community leaders. Space is limited.

**Host Sponsorship:**

- Host reception event during the visit
- Recognition before, during and after the event as the host sponsor

Closing Date: To be determined

Event Date: To be determined

To sponsor this event, please contact:

Monica Evinger

Email: [mevinger@bransoncvb.com](mailto:mevinger@bransoncvb.com)

Phone: 417-243-2103

| SPONSORSHIP OPTION | RATE    |
|--------------------|---------|
| Host Sponsor       | \$3,500 |

## “Imagine Branson” Relocation and Investment Guide

Imagine Branson was successfully launched in 2017 in collaboration with Taney County Partnership and the Branson Chamber & CVB to share with future residents, businesses and job relocators why the Branson area is successful and how they might fit into the big picture. In this publication you will find resources that serve the needs of business owners such as quality of life in the Branson/Lakes Area; identifying and attracting talent to meet local workforce needs; and showcasing new investments, targeting potential new businesses.

- Digital copy of publication on BransonChamber.com, TaneyCountyPartnership.com and OnPointMO.com. Current digital publication views average 2,300 per month or 27,000 annually.
- Copies mailed to all relocation, investment and job seeker requests.
- Requested by top employment recruiters to include in talent attraction packages.
- Social media campaigns running on Facebook with an average of 162,000 monthly impressions or 1.9 Million annually.
- 10,000 copies distributed to visitors, newcomers and inquiries.
- Copies also available in Spanish
- Ad Space Closing Date: January 31, 2018
- Artwork Due: February 9, 2018



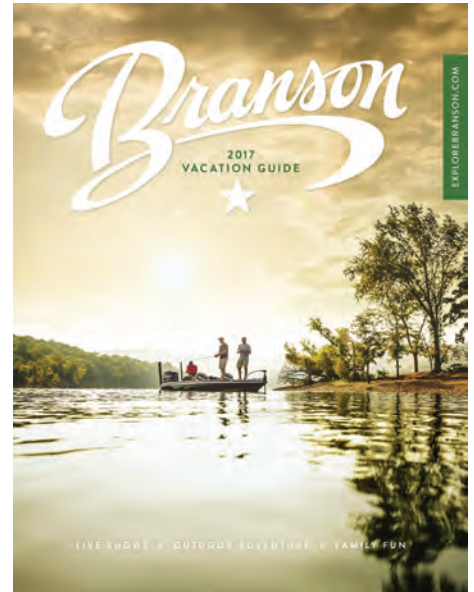
Sales Contact: Shelly Vorhaben  
Email: [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com)  
Phone: 417-243-2114

| ADVERTISING OPTION | RATE    | ADVERTISING OPTION                 | RATE    |
|--------------------|---------|------------------------------------|---------|
| Full Page          | \$1,495 | Facing Inside Front Cover          | \$1,840 |
| 2/3 Page           | \$1,346 | Openers (live, work, play, invest) | \$1,840 |
| Half Page (H)      | \$1,144 | Table of Contents 1 and 2          | \$1,840 |
| Half Page (V)      | \$1,144 | Inside Back Cover                  | \$2,185 |
| Quarter Page       | \$875   | Back Cover                         | \$2,530 |
| Inside Front Cover | \$2,185 | Front Cover                        | \$3,185 |

## Official 2019 Branson Vacation Guide

The Official Branson Vacation Guide delivers the best shows, attractions, activities, accommodations, and more to interested travelers.

- Published: December 2018
- Print Circulation: 275,000\* annually
- Distributed: January 2019
- Ad Close Date: October 12, 2018
- Materials & Payment Due: October 12, 2018
- Submit materials to [vacationguide@bransoncvb.com](mailto:vacationguide@bransoncvb.com) via DropBox or by email.
- No contracts will be accepted after the deadline.



Sales Contact: Douglas Veach  
 Email: [dveach@maddenmedia.com](mailto:dveach@maddenmedia.com)  
 Phone: 913-951-0258, Mobile: 913-963-1637

| AD SIZE                            | RATE     |
|------------------------------------|----------|
| Full Page - 8.375" w x 10.875" h   | \$5,613  |
| Half Page (H) - 7.5" w x 4.875" h  | \$2,876  |
| Half Page (V) - 3.625" w x 10" h   | \$2,876  |
| Quarter Page - 3.625" w x 4.875" h | \$1,453  |
| Eighth Page - 3.625" w x 2.375" h  | \$736    |
| PREMIUM POSITIONS                  | RATE     |
| Inside Front Cover                 | \$6,735  |
| Facing Inside Front Cover          | \$6,735  |
| Inside Back Cover                  | \$6,735  |
| Facing Inside Back Cover           | \$6,456  |
| Back Cover - 8.375" w x 8.125" h   | \$8,036  |
| Single Page, Editorial Well        | \$6,456  |
| Two-page Spread, Editorial Well    | \$13,599 |

(\*subject to change)

## 2018 Welcome Bag Partnership

The Branson CVB is offering the opportunity to provide promotional items or literature in 20,000-25,000 welcome bags distributed to meetings and conventions, military, family and class reunions, motor coach groups, church groups, affinity groups and so much more.

To ensure this promotional offer provides tremendous value, it is limited to the first 10 businesses that sign up by the deadline. By limiting the number of participants, we guarantee you will have maximum exposure to promote your business.

As part of this partnership, your black and white logo will be featured on the outside of the bag for added exposure.



- Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
- Materials & Payment Due: November 10, 2017
- Welcome Bag inserts are to be delivered to Tantone Industries, Inc. by January 31, 2018
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- Space is limited to the first 10 paid partners.
- No contracts will be accepted after the deadline.

Contact: Ashley Smith  
Email: [asmith@bransoncvb.com](mailto:asmith@bransoncvb.com)  
Phone: 417-243-2133

| RATE     |
|----------|
| \$2,500* |

\*Rate does not include cost to design or print collateral.

## 2018 ABA Ice Cream Booth Partnership Charlotte, NC – January 26-30



New in 2018, the Branson CVB will sponsor the Branson Ice Cream Social Booth at the ABA Marketplace. Choose from four levels of participation. All partnerships include the following:

- Company name on email announcement sent by ABA
- Listing as a marketplace sponsor in the ABA delegate book
- Company name listed on ABA registration insert provided by CVB
- Company name listed on placemats
- Opportunity to volunteer at the ice cream booth
- Company name on signage/video at the booth

### Silver Level \$595 (unlimited)

#### Basic Partnership

- Includes basic partnership benefits only

### Gold Level \$995 (limited to first 20 businesses)

#### Chair Back Cover Partnership

- Includes company name on chair back cover
- Includes basic partnership benefits

### Platinum Level \$1,295 (limited to the first 6 businesses)

#### Ice Cream Name Partnership

- Includes naming an ice cream of your choice
- Includes basic partnership benefits

### Diamond Level \$1,895 (limited to first 6 businesses)

#### Ice Cream Name & Chair Back Cover Partnership

- Includes naming an ice cream of your choice
- Includes company name on chair back cover
- Includes basic partnership benefits
- Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements/>
- Materials & Payment Due: November 3, 2017
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- No contracts will be accepted after the deadline.

Note: Approximately 3,000 people attend ABA and approximately 600+ are tour operators.

Sales Contact: Lenni Neimeyer

Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)

Phone: 417-243-2105

| PARTNERSHIP LEVEL                                       | RATE    |
|---|---------|
| Silver – Basic Partnership                              | \$595   |
| Gold – Chair Back Cover Partnership                     | \$995   |
| Platinum – Ice Cream Name Partnership                   | \$1,295 |
| Diamond – Ice Cream Name & Chair Back Cover Partnership | \$1,895 |



**2018 ABA Branson Dine Around Partnership**  
**Charlotte, NC – January 29**

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The Branson CVB will host a dine-around at ABA in Charlotte, North Carolina, on Monday, January 29, 2018. Dinner is scheduled from 7-9 p.m. at Bonterra Dining & Wine Room where we will entertain up to 60 tour operators.

Tour Operators and Branson partners will receive a Branson logo Yeti tumbler at the dinner.

Partnership Includes:

- Food & beverage for one person
- Company name listed on invitation
- Company name listed on signage at the event
- Branson logo Yeti tumbler
  
- Agreement form available at  
<http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
- Materials & Payment Due: November 3, 2017
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
 Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
 Phone: 417-243-2105

| PARTNERSHIP RATE |
|------------------|
| \$400            |

**2018 Texas Music Educators Association Dine Around Partnership – San Antonio, Texas – February 15**

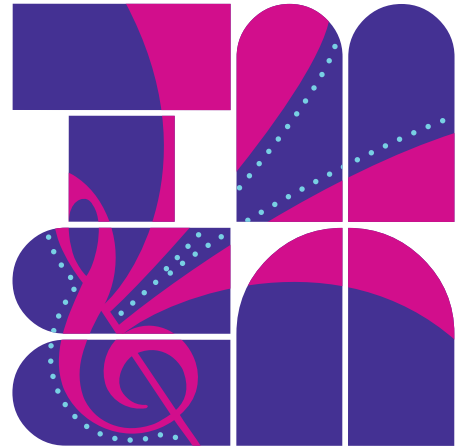
The Branson CVB will host a dine-around at TMEA in San Antonio, Texas on Thursday, February 15, 2018. Dinner is scheduled from 6:30-8:30 p.m. at Hard Rock Café where we will entertain up to 30 tour operators, band directors, music educators and other buyer-attendees from the conference.

Buyer attendees and Branson partners will receive a Branson logo gift item at the dinner.

Partnership Includes:

- Food & beverage for one person
- Branson logo gift item
- Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements/>
- Materials & Payment Due: December 1, 2017
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
Phone: 417-243-2105



| PARTNERSHIP RATE |
|------------------|
| \$200            |

## 10th Annual Professional Travel Planner FAM April 17-20

---

The Branson CVB hosts an annual FAM tour for qualified tour operators and travel agents from around the US and Canada. These travel buyers are treated to a three-night, four-day Branson itinerary highlighting lodging, shows, attractions, dining, sightseeing and more. This event includes scheduled business trade session appointments for Branson sellers, as well as networking meals with the tour operators and travel agents.



### Partnership Includes:

- Four networking meals with travel planners
  - Scheduled business trade session appointments
  - Opportunity to distribute profile sheets and business cards
  - Opportunity to provide welcome bag gift
  - Opportunity to receive complete travel planner contact information and company profile
- 
- Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
  - Materials & Payment Due: February 2, 2018
  - Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
  - Space is limited to the first 25 paid registrations.
  - No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
Phone: 417-243-2105

| PARTNERSHIP RATE |
|------------------|
| \$350            |

## 2018 Branson Live in Memphis - Partnership Program June 12

- Day 1, June 11 - Arrive in Memphis and check into GuestHouse at Graceland
- Day 2, June 12 - Guesthouse at Graceland – Morning Trade Show, Lunch and Branson entertainment
- Day 3, June 13 - Self-Scheduled Sales Appointments with area buyers

The following customers will be invited: tour operators, travel agents, reunion planners, music educators, bus companies, planners for church, bank and youth groups, AAA offices, meeting planners, sports organizers, media & travel writers.



Join the Branson CVB team for this new and exciting sales event and receive the following benefits:

- Table-top booth at tradeshow at Guesthouse at Graceland
- Networking lunch featuring Branson entertainment
- Opportunity to participate in Branson sales calls on Day 3
- Company name on all program signage, buyer communication and collateral
- Insert company brochure in Branson welcome bag to be distributed at the end of the event
- Provided list of buyer attendees following the event

Partnership includes:

- Meals, beverages and attendance at the Trade Show and Lunch featuring Branson entertainment
- Participants are responsible for all expenses related to transportation, lodging and meals outside of the event. The CVB has negotiated a hotel group rate and participants will make their own reservations.

- Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
- Materials & Payment Due: April 6, 2018
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
Phone: 417-243-2105

### PARTNERSHIP RATE

\$495

## 12th Annual Music Director FAM July 10-13

---

The Branson CVB hosts an annual FAM tour for Music Directors from across the US. These music educators experience a three-night, four-day Branson itinerary highlighting lodging, shows, attractions, dining, and sightseeing just for students and youth groups. Many of these Music Directors are looking for student performance and educational opportunities in Branson. This event includes business trade session appointments with Branson sellers registered for the event, as well as networking meals with the Music Directors.



### Partnership Includes:

- Four networking meals with Music Directors
  - Scheduled business trade session appointments
  - Opportunity to distribute profile sheets and business cards
  - Opportunity to provide welcome bag gift
  - Opportunity to receive complete Music Directors' contact information and company profile
- Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
  - Materials & Payment Due: April 27, 2018
  - Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
  - Space is limited to the first 25 paid registrations.
  - No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
Phone: 417-243-2105

| PARTNERSHIP RATE |
|------------------|
| \$350            |



## 2018 SYTA Ice Cream Booth Partnership Baltimore, MD – August 24-28



New in 2018, the Branson CVB will sponsor the Branson Ice Cream Social Booth at the SYTA Annual Conference. Choose from four levels of participation. All partnerships include the following:

- Company name on email announcement sent by SYTA
- Company name listed on SYTA registration insert provided by CVB
- Company name listed on placemats
- Opportunity to volunteer at the ice cream booth.
- Company name on signage/video at the booth

### **Silver Level** \$395 *(unlimited)*

#### Basic Partnership

- Includes basic partnership benefits only

### **Gold Level** \$795 *(limited to first 20 businesses)*

#### Chair Back Cover Partnership

- Includes company name on chair back cover
- Includes basic partnership benefits

### **Platinum Level** \$995 *(limited to the first 6 businesses)*

#### Ice Cream Name Partnership

- Includes naming an ice cream of your choice
- Includes basic partnership benefits

### **Diamond Level** \$1,395 *(limited to first 6 businesses)*

#### Ice Cream Name & Chair Back Cover Partnership

- Includes naming an ice cream of your choice
- Includes company name on chair back cover
- Includes basic partnership benefits
- Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements/>
- Materials & Payment Due: June 1, 2018
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- No contracts will be accepted after the deadline.

Note: Approximately 1,000 people attend SYTA and approximately 200+ are tour operators.

Sales Contact: Lenni Neimeyer

Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)

Phone: 417-243-2105

| PARTNERSHIP LEVEL  | RATE    |
|--|---------|
| <b>Silver</b> – Basic Partnership                              | \$395   |
| <b>Gold</b> – Chair Back Cover Partnership                     | \$795   |
| <b>Platinum</b> – Ice Cream Name Partnership                   | \$995   |
| <b>Diamond</b> – Ice Cream Name & Chair Back Cover Partnership | \$1,395 |

## 2018 Branson Live in Dallas - Partnership Program September 11

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- Day 1, September 10 – Arrive in Dallas and check into The Highlands Dallas
- Day 2, September 11 - The Highland Dallas – Morning Trade Show, Lunch and Branson entertainment
- Day 3, September 12 - Self-Scheduled Sales Appointments with area buyers

The following customers will be invited: tour operators, travel agents, reunion planners, music educators, bus companies, planners for church, bank and youth groups, AAA offices, meeting planners, sports organizers, media & travel writers.

Join the Branson CVB team for this new and exciting sales event and receive the following benefits:

- Table-top booth at tradeshow at The Highland Dallas
- Networking lunch featuring Branson entertainment
- Opportunity to participate in Branson sales calls on Day 3
- Company name on all program signage, buyer communication and collateral
- Insert company brochure in Branson welcome bag to be distributed at the end of the event
- Provided list of buyer attendees following the event

Partnership includes:

- Meals, beverages and attendance at the Trade Show and Lunch featuring Branson entertainment
- Participants are responsible for all expenses related to transportation, lodging and meals outside of the two events. The CVB has negotiated a hotel group rate and participants will make their own reservations.
  - Agreement form available at <http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
  - Materials & Payment Due: July 6, 2018
  - Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
  - No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
Phone: 417-243-2105

### PARTNERSHIP RATE

\$495

## 2019-2020 Branson Student Guide

The Student Guide is now biennial and is the key publication for the CVB's Leisure Group Sales Department, promoting student and youth travel to Branson. Businesses may purchase two different sizes of listings to promote their product and/or service to student and youth groups requesting information for planning a group trip to Branson.

Print and electronic versions are used as primary sales collateral for student groups. A printed guide will be mailed to all SYTA tour operators. The Leisure Group Sales Department will also do a direct mail campaign in January, 2019 and again in January, 2020 promoting the annual Music Director FAM.



- Published and Distributed: July 2018
- Print Circulation: 8,000\* (distribute 4,000 annually)
- Listing form available at  
<http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
- Materials & Payment Due: May 18, 2018
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
Phone: 417-243-2105

| AD/LISTING SIZE             | RATE                               |
|-----------------------------|------------------------------------|
| Full Page - 5.5"w x 8.5"h   | \$2,300                            |
| Quarter Page - 5"w x 1.87"h | \$600                              |
| Back Cover - 5.5"w x 8.5"h  | \$4,700 (first-come, first served) |

(\*subject to change)

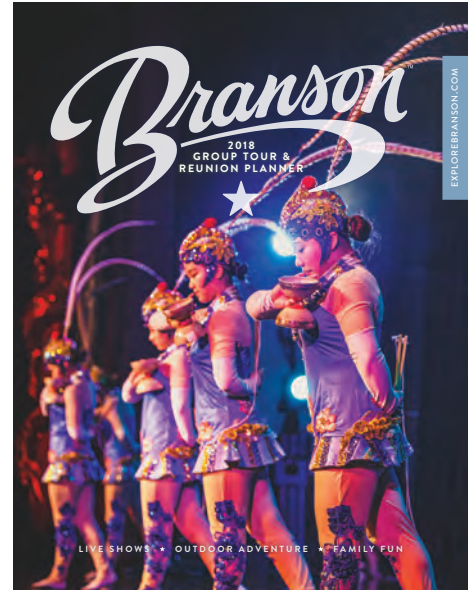
## 2019 Group Tour & Reunion Planner

The Group Tour & Reunion Planner is the key publication for the CVB's Leisure Group Sales Department promoting group travel to Branson. Businesses may purchase a listing to promote their product and/or service to groups requesting information for planning a trip to Branson.

Print and electronic versions are used as primary sales collateral for all group types including motor coach groups, church groups, affinity groups, family, class and military reunion groups.

- Published and Distributed: December 2018
- Print Circulation: 4,000\* annually
- Listing form available at  
<http://portal.explorebranson.com/category/leisure-groups-an-reunion/forms-and-listing-agreements>
- Materials & Payment Due: September 21, 2018
- Submit materials to [leisuregroups@bransoncvb.com](mailto:leisuregroups@bransoncvb.com).
- No contracts will be accepted after the deadline.

Sales Contact: Lenni Neimeyer  
Email: [lneimeyer@bransoncvb.com](mailto:lneimeyer@bransoncvb.com)  
Phone: 417-243-2105



### LISTING RATE

\$300

(\*subject to change)

## Meeting, Convention & Sports Guide

This important tool will be distributed to meeting planners and sports organizers through sales follow-up, trade shows and other direct mail marketing opportunities. 2,000 publications will be printed. An electronic version is also e-mailed to prospective clients and is featured on [ExploreBransonMeetings.com](http://ExploreBransonMeetings.com) & [ExploreBransonSports.com](http://ExploreBransonSports.com).

Contact Liz Cizek at [lcizek@bransoncvb.com](mailto:lcizek@bransoncvb.com) for listing forms. These forms will provide information for photos, copy and other details needed and the listing ad will then be created by the Branson CVB. Once complete, advertisers will have an opportunity to make one round of changes and/or approve.

- Published: June 2018
- Distributed: July 2018
- Print Circulation: 2,000\* bi-annually
- Materials & Payment Due: March 31, 2018
- Submit materials to [lcizek@bransoncvb.com](mailto:lcizek@bransoncvb.com)

Sales Contact: Liz Cizek  
Email: [lcizek@bransoncvb.com](mailto:lcizek@bransoncvb.com)  
Phone: 417-243-2134



| AD/LISTING SIZE  | RATE    |
|------------------|---------|
| Half Page (H)    | \$374   |
| Full Page        | \$632   |
| Two Page Spread  | \$1,121 |
| Four Page Spread | \$2,041 |

(\*subject to change)



## Welcome Backpacks – Sports Events

The Branson CVB is offering an opportunity to promote your business in backpacks distributed to athletes, their families and fans visiting Branson in 2018!

Include your message in our exclusive welcome bag inserts. Present a discount offer, introduce a social media campaign, or simply advertise your services. You could even develop a special item that would allow you to track ROI.

Sponsors receive the first opportunity to have representatives at sports event welcome tables.

Welcome inserts will be included in 15,000 backpacks that will be distributed to visitors while in town for sporting events.

Offers will also be sent to sports event organizers in advance to share with their databases (so your deals will reach them before they arrive in Branson)!

Sponsorship Requirements:

- High-res logo (.ai or .eps)
- High-res image (300 DPI)
- Description of up to 50 words (discount offer / social media campaign message or simply a description of services)
- Materials & Payment Due: January 28, 2017
- Submit materials to [sports@bransoncvb.com](mailto:sports@bransoncvb.com)
- No contracts will be accepted after the deadline.

Sales Contact: Erika Jernigan  
Email: [ejernigan@bransoncvb.com](mailto:ejernigan@bransoncvb.com)  
Phone: 417-243-2111



### ANNUAL SPONSORSHIP RATE

\$1,000

## ExploreBranson.com Native Ads

Feature your business in formatted, advertorial text and pictures in the same font / style as ExploreBranson’s editorial content. There is very limited availability for native ads; three spots on ExploreBranson.com will rotate between up to six advertisers per page.\*

- Single, horizontal photograph (no logos or other artwork)
- Headline
- Body Copy
- Click-through URL

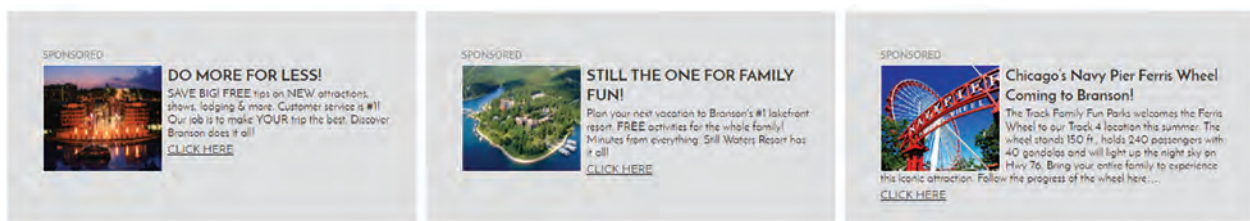
### Show Natives

- Dimensions: 255w x 185h at 72 DPI  
 JPEG format
- Headline: Up to 30 characters
- Body: Up to 170 characters

### All other Natives

- Dimensions: 120w x 106h at 72 DPI  
 JPEG format, less than 10KB in size
- Headline: Up to 26 characters
- Body: Up to 200 characters

Sales Contact: Douglas Veach  
 Email: [dveach@maddenmedia.com](mailto:dveach@maddenmedia.com)  
 Phone: 913-951-0258, Mobile: 913-963-1637



| NATIVE AD                           | RATE            |
|-------------------------------------|-----------------|
| Lodging & Attractions               | \$600 per month |
| Live Shows                          | \$400 per month |
| Dining, Golf, Outdoors and Shopping | \$200 per month |

\*See page 21 for full ExploreBranson.com digital policies.

## ExploreBranson.com Banner Ads

Partner-supplied banners appear on ExploreBranson.com and influence users as they seek information during travel planning. Three ads can appear per page. All ad impressions are run of site.\*

- 300w x 250h
- JPEG, GIF, or SWF
- Can include animation, but no sound or video
- Animation can loop, but entire loop should be 10 seconds or less

Sales Contact: Douglas Veach  
 Email: [dveach@maddenmedia.com](mailto:dveach@maddenmedia.com)  
 Phone: 913-951-0258, Mobile: 913-963-1637






| QUARTERLY PACKAGES | TOTAL NET COST PER QTR. | TOTAL IMPRESSIONS PER QTR. |
|--------------------|-------------------------|----------------------------|
| Bronze             | \$270                   | 15,000                     |
| Silver             | \$425                   | 25,000                     |
| Gold               | \$750                   | 50,000                     |
| Platinum           | \$1,350                 | 100,000                    |

\*See page 21 for full ExploreBranson.com digital policies.

## ExploreBranson.com Sponsored Listing

Place your business at the top of the business listing section and before the randomly ordered listings.\*

Sales Contact: Douglas Veach  
Email: [dveach@maddenmedia.com](mailto:dveach@maddenmedia.com)  
Phone: 913-951-0258, Mobile: 913-963-1637

|   |  |  |
|---|--|--|
| <p><b>FEATURED</b></p>  <p><b>LEGENDS IN CONCERT</b><br/>AUGUST 26, 2016 UNTIL DECEMBER 31, 2016<br/>Now playing at the iconic Dick Clark American Bandstand Theater, this world...</p> <p><a href="#">LEARN MORE</a></p> | <p><b>FEATURED</b></p>  <p><b>THE DUTTONS</b><br/>AUGUST 27, 2016 UNTIL DECEMBER 07, 2016<br/>The Duttons are high-energy entertainers loaded with musical talent. With t...</p> <p><a href="#">LEARN MORE</a></p> | <p><b>FEATURED</b></p>  <p><b>SIX</b><br/>AUGUST 26, 2016 UNTIL DECEMBER 17, 2016<br/>Dubbed "An Orchestra of Human Voices", SIX combines the musical precision, ...</p> <p><a href="#">LEARN MORE</a></p> |
|---|--|--|

### LISTING RATE

\$125 per month

\*See page 21 for full ExploreBranson.com digital policies.

## ExploreBranson.com Sponsored Event

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Place your event at the top of the event listing section and before the date-ascending listings.\*

Sales Contact: Douglas Veach  
Email: [dveach@maddenmedia.com](mailto:dveach@maddenmedia.com)  
Phone: 913-951-0258, Mobile: 913-963-1637

| SPONSORED EVENT RATE       |
|----------------------------|
| \$250 per month, per event |

\*See page 21 for full ExploreBranson.com digital policies.



## Explore Branson Email Newsletter

Reach a highly qualified list of Branson visitors with the Explore Branson newsletter. Sent monthly, the newsletter is a great channel to announce upcoming events and/or timely deals and to push visitors to your website.

- 1. Featured Sponsor (1 available per month):** Premium position; receive maximum exposure with a large call-out that links directly to your website.
- 2. Banner Ad (3 available per month):** Feature your business with a tile ad.
- 3. Deals & Packages (3 available per month):** Drive conversions by advertising a special deal or package and setting your business apart from the competition.

- Featured Sponsor: 223 X 136  
Title - up to 40 characters with spaces  
Copy - up to 450 characters with spaces  
Callout - up to 25 characters with spaces  
Link URL (can contain tracking code)
- Banner Ad: 175 X 146 (JPEG or GIF, no animation)  
Link URL (can contain tracking code)
- Deals & Packages: 108 X 71  
Title - up to 50 characters with spaces  
Copy - up to 210 characters with spaces  
Link URL (can contain tracking code)

Sales Contact: Douglas Veach  
Email: dveach@maddenmedia.com  
Phone: 913-951-0258, Mobile: 913-963-1637



| PACKAGE          | RATE              |
|------------------|-------------------|
| Featured Sponsor | \$1,000 per month |
| Banner Ad        | \$300 per month   |
| Deals & Packages | \$250 per month   |

# ExploreBranson.com Advertising Policies

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## GENERAL POLICIES

Tourism-Related Businesses in the Branson/Lakes Area Tourism Community Enhancement District are eligible to be listed on ExploreBranson.com. Tourism-related businesses outside of this district may be listed if the Branson CVB determines that a tourist would reasonably assume that business to be a part of the greater Branson area.

Qualifying businesses receive a free listing, which may include:

- Business name, address, phone numbers and map
- Web, social media and e-mail links
- Text description
- One primary photo and additional photo slideshow
- Operating schedule

Area businesses are encouraged to manage their listings at <http://data.explorebranson.com>. Specific guidelines for the listings are detailed in the "listing policies" below.

Maintaining the accuracy of business listings and schedules, as well as honoring any deals offered, is the responsibility of the business listed.

The Branson CVB retains final editorial approval of any content on ExploreBranson.com and may edit or reject any submission deemed to be inappropriate, incomplete or misleading in any way.

## EXPLOREBRANSON.COM LISTING POLICIES

Businesses are assigned (or may choose) one primary business category for their business (such as live shows, hotels, museums, etc.). Businesses may request additional placement in up to four more business categories if they can demonstrate that the categories apply to their business.

- Businesses may not use ALL CAPS anywhere in their listing unless it's part of a business name
- Descriptions should be thorough but brief; Descriptions longer than 1,000 characters may be rejected or edited
- Descriptions that mention awards must include the name of the organization that gave the award; it is highly recommended whenever possible to list the year that the award was given (i.e. 2016 TripAdvisor Traveler's Choice Award, Male Vocalist of the Year - 2015 Terry Awards)
- Use of unsubstantiated or unverifiable claims (i.e. "official" or "the best") is prohibited
- Businesses may not use the trademarks, likeness, brands or names of other businesses unless they can provide the CVB with written permission from the other business that allows for such use
- Images used for business listings and slideshows must be photographs and not contain any superimposed artwork, words or logos
- Images used for deals may be either photographs, logos or artwork
- Businesses may select any amenities or details that reasonably fit their business. NOTE: The exception to this rule is that live shows are limited to choosing no more than three show "types." This helps ensure that the show filtering remains as relevant as possible for site visitors.
- Businesses may use the "Related Listings" feature to link one listing to other listings that share one property (i.e. a hotel with a restaurant and marina) or another property that is closely related to the first property (i.e. Hilton Convention Center and Hilton Promenade). Links that do not fit these criteria will be removed.

- Deals must either be value-added (premium, etc.) and/or discounted (no more than 30% below retail value of the items/services being offered). Businesses may enter as many offers as they would like (within reason). Only text is allowed in the description of deals. If an offer requires attendance at a presentation, an other purchase or any other kind of participation, those details must be listed in the Disclaimer section.

## EXPLOREBRANSON.COM CALENDAR OF EVENTS POLICIES

Events may be listed in the ExploreBranson.com calendar if they meet the following criteria:

- Whether ticketed or free, the event must be open to the general public
- The event must be deemed by the Branson CVB to be of interest to Branson visitors
- Businesses or shows that are represented elsewhere on ExploreBranson.com may not list their company's operations as an event unless:
  - The event is a one-time or limited-time occurrence (i.e. New Year's Eve Party)
  - Details about the event cannot be included with the businesses' main listing

## EXPLOREBRANSON.COM AND EXPLOREBRANSON NEWSLETTER ADVERTISING POLICIES

The Branson CVB offers a number of paid digital advertising opportunities that businesses may use to supplement their free presence on ExploreBranson.com.

To qualify to purchase advertising, a business must meet the geographic and eligibility requirements listed above in the general policies.

The size restrictions, dimensions and guidelines for each ad position are spelled out in the most current advertising specifications sheet, which is provided to each advertiser before purchase. If you do not receive this separate document with your ad contract, contact the BLACVB as soon as possible.

- An advertiser's ads, images and keywords can only use trademarks, company names or brands that the advertiser owns, controls or represents. Exceptions may be made if the advertiser has written permission from a third-party business for such use
- Any competitive claims or awards mentioned in ads must be attributed to the source making the claim (i.e. "Branson's Best Show -SomeWebsite.com")
- Use of unsubstantiated or unverifiable claims in ads or key words (i.e. "official" or "the best") is prohibited
- Any ad that makes an offer but requires participation, a sales presentation or other terms must specify that "conditions apply," "participation required" or "see offer terms" and then clearly state in an obvious manner the terms of the offer on the ad's landing page
- On contracts longer than six months, advertisers may change the creative once per quarter during the ad term

The Branson CVB reserves the right to edit or reject any ad that it determines to be inappropriate, misleading or unacceptable in any way.

## BransonChamber.com Website Enhanced Directory Listing

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Your member business is listed in the membership directory of BransonChamber.com with a basic listing. The Enhanced Listing features many added benefits.

- 390,000 + website pageviews annually
- Company logo displayed on the sub-listing page
- Company listed at the top of the sub-directory page in alpha order
- Ability to add video, photos and extended details of your business
- Contact Shelly Vorhaben for a spec sheet of all features at [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com)

No closing date. Can be purchased at any time.

Sales Contact: Shelly Vorhaben  
 Email: [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com)  
 Phone: 417-243-2114

### All-Tech Energy, LLC



Solar power helps to slow/stop global warming Solar saves you money Solar power provides energy reliability Solar power provides energy security Solar power provides energy

Independence

240 Golf Club Dr Hollister, MO 65672

| ADVERTISING OPTION                 | RATE           |
|------------------------------------|----------------|
| Website enhanced directory listing | \$100 annually |

## Member Service Announcements

Member Service Announcements (MSA) are a one-page announcement sent to the Branson Chamber of Commerce membership via e-mail on behalf of the chamber member. Additional options include publishing the MSA to the Branson Chamber social media pages for maximum exposure.

- 2,500 + Chamber member representatives
- 46,000 + Social media followers
- 390,000 + Pageviews annually on BransonChamber.com
- MSA's available Mon-Fri (first come, first served)
- Baker's Dozen available - prepay for 12, get one free\*
- Layout size is 8.5" x 11" at 72 dpi (PDF or JPG)
- Artwork advertisement is to promote chamber member



**New This Summer!**  
**Lady Liberty Dinner Cruises Open to the Public**

Your new favorite dinner destination is setting sail soon! The Lady Liberty sunset cruises have been a treasured activity at Big Cedar Lodge, and now there is even more to enjoy. These popular lake cruises now feature a delicious meal prepared by the chefs at Big Cedar, offering you a new and exciting way you to enjoy dinner with your loved ones. Take in some of the most stunning views imaginable as you dine in style aboard the Lady Liberty! Call or visit the website to learn more!

**800-225-6343**  
**BIGCEDAR.COM**

Materials & Payment Due: 48 Hours prior to MSA scheduled date

Sales Contact: Shelly Vorhaben  
Email: svorhaben@bransonchamber.com  
Phone: 417-243-2114

| ADVERTISING OPTION                              | RATE                                   |
|---|--|
| Option 1 - Email to membership                  | \$175 (includes your company URL link) |
| Option 2 - Email to membership and social media | \$275 (includes your company URL link) |
| Option 3 - Social media                         | \$150 (includes your company URL link) |

**\*Bakers Dozen:** If you prepay for 12 MSA's, you will receive 1 free. All MSA's must be used in 2018. They are non-transferrable to another member. If MSA's are not used by December 31, 2018, no refunds will be issued on unused portion.

**Cancellation Policy:** Due to the high volume of MSA's, all correspondence must be via email and sent to svorhaben@bransonchamber.com. If you request a date and it is reserved for you, all artwork, payment and forms are due 48 hours prior to run date. Failure to send all documents will result in a fee of \$50 to be paid before reserving any future advertisements.

## BransonChamber.com Website Tile Ads

BransonChamber.com is the official website for the Branson Chamber of Commerce. There are many opportunities to showcase your business direct to thousands of fellow members, community partners and visitors.

- 390,000 + website pageviews annually
- 82,285 to 144,000 impressions per month (based upon number in rotation)
- Full color ad
- Your company URL link click-through
- Ad displayed on 45 pages of BransonChamber.com (in rotation)
- Option to change artwork every 30 days

### Advertising Requirements:

- Dimensions: 275w x 205h at 72 DPI.  
Artwork must be in JPG or PDF format.
- Submit artwork to [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com).
- Please contact Shelly Vorhaben for contract and/or questions about artwork.



No closing date. Can be purchased at any time.

Sales Contact: Shelly Vorhaben  
 Email: [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com)  
 Phone: 417-243-2114

| ADVERTISING OPTION | RATE            |
|--------------------|-----------------|
| Website tile ads   | \$150 per month |



# Payment Policy

Payments are due when contracts are received. Contracts without payment will be held until payment is received. Advertising and sponsorship opportunities may be forfeited if payment is not received with contract. Opportunities are secured only with completed contract and payment. All deadlines are firm.

The easiest and quickest way to make your payment is on the Branson Convention and Visitors Bureau portal: <http://portal.explorebranson.com/cvb-payments>

Chamber payments may be made by clicking the “pay online tab” on the Chamber invoice. Additionally, you can pay any invoice by logging into the membership portal: <http://members.bransonchamber.com/login>

## CVB Industry Portal

The screenshot shows the CVB Industry Portal payment page. At the top, there is a navigation bar with links for Home, Marketing, Groups/Reunions, Meetings/Conventions/Sports, and Resources. Below this is a search bar and a 'CVB Payments' section. The main content area is titled 'Enter your invoice information below' and contains several form fields: Name (First name, Last name), Company Name, Address, City, State & ZIP, Email Address, BLACVB Invoice Number, Amount to Pay, and Product or service purchased. A 'Next Step' button is located at the bottom of the form. To the right of the form, there is a 'Credit Card Payments' section with a note: 'If you have advertising or an outstanding invoice with the CVB, you can make a payment here with your credit card.' At the bottom of the page, there is a note: 'Note: All fields are required to proceed. Your credit card information will be entered in the next step after you are redirected to the secure server.'

**Chamber Membership Portal -**  
Homepage will display an outstanding invoice. Click the pay button

The screenshot shows the Chamber Membership Portal homepage. At the top, there is a navigation bar with links for Home, Directory, Events, Resources, Reports, News, and Settings. Below this is a search bar and a 'Welcome Message' section. The main content area is titled 'Welcome Message' and contains a 'Welcome to the membership portal of the Branson Lakes Area Chamber of Commerce.' section. Below this is a 'Business After Hours' section with a 'Business After Hours' button. To the right of the main content, there is a 'Member Profile' section with a 'Your Company Profile is 30%' indicator and a 'Refer a Business for Membership' button. A red arrow points to the 'Pay' button in the 'Account Balance' section, which shows a balance of \$160.00.



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