

# Branson™

2019  
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/Lakes Area 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 2019 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 2019, 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 2019!



Sincerely,

Jeff Seifried

## 2019 CHAMBER OF COMMERCE PARTNER

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

Partnership levels are determined through your combined investment among the three Chamber organizations at the beginning of January. We will look at your Chamber of Commerce membership, sponsorship and advertising with the Chamber of Commerce & CVB, and participation in the Taney County Partnership.



**PLATINUM PARTNER:** Investment of \$20,000+

- All benefits from your membership, sponsorships and selected advertisement(s)
- Company logo on Platinum Partner banner (*displayed at all 2019 events*)
- Recognition as platinum partner in Chamber Connection newsletters
- 2019 platinum partner logo for company website display (*with use guidelines*)
- Platinum partner recognition on BransonChamber.com with company description and hyperlink
- Enhanced Listing on BransonChamber.com for uploading of company pictures and videos
- :60 video feature on Chamber social media channels (*49,000 followers*)
- Eight event passes to any Chamber Luncheon, Business After Hours or Good Morning Branson
- Four MSA upgrades for promoting company/event through email and social media



**GOLD PARTNER:** Investment of \$15,000-\$19,999

- All benefits from your membership, sponsorships and selected advertisement(s)
- Company logo on Gold Partner banner (*displayed at all 2019 events*)
- Recognition as gold partner in Chamber Connection newsletters
- 2019 gold partner logo for company website display (*with use guidelines*)
- Gold partner recognition on BransonChamber.com with company description and hyperlink
- Enhanced Listing on BransonChamber.com for uploading of company pictures and videos
- Four event passes to any Chamber Luncheon, Business After Hours or Good Morning Branson
- Two MSA upgrades for promoting company/event through email and social media





**SILVER PARTNER:** Investment of \$10,000-\$14,999

- All benefits from your membership, sponsorships and selected advertisement(s)
- Company logo on Silver Partner banner (*displayed at all 2019 events*)
- Recognition as silver partner in Chamber Connection newsletters
- 2019 silver partner logo for company website display (*with use guidelines*)
- Silver Partner recognition on BransonChamber.com with company hyperlink
- Two event passes to any Chamber Luncheon, Business After Hours or Good Morning Branson
- One MSA upgrade for promoting company/event through email and social media



**BRONZE PARTNER:** Investment of \$5,000-\$9,999

- All benefits from your membership, sponsorships and selected advertisement(s)
- Company logo on Bronze Partner banner (*displayed at all 2019 events*)
- Recognition as Bronze Partner in Chamber Connection newsletters
- 2019 Bronze Partner logo for company website display (*with use guidelines*)
- Bronze Partner recognition on BransonChamber.com with company hyperlink

**Closing Date:** Events, advertising and program listing agreement forms are due by Friday, January 4 to take advantage of the full benefits listed.

**Sales Contact:** Grant Sloan

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

Phone: 417-243-2136

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



2019 SALES GUIDE

## BRANSON'S BLACK TIE GALA

A night of magic, mystery and celebration will be found at Branson's Black Tie Gala. Filled with entertainment and the grand presentation of the six premium community awards will make this an evening you will not want to miss!

### PRESENTING SPONSOR *(One available)*

- 20 Tickets *(two premium reserved tables)* to the gala with a special gift to each attendee at your tables
- Logo included as Presenting Sponsor on:
  - Sponsored Chamber social media
  - Invitation *(If secured by November 9, 2018)*
  - Member service announcements
  - Program
  - Event signage
  - Entrance of event
  - BransonChamber.com
- Logo displayed on the wall during the event
- Recognition as Presenting Sponsor from stage throughout the night
- Full-page ad in Black Tie Gala program
- 2-minute commercial to be played during pre-program presentation
- Opportunity to leave a promotional gift at each place setting *(provided by sponsor, in hand at Chamber no later than February 4, 2019)*
- Opportunity to provide champagne toast, closing the Gala, with champagne provided for your tables

### GOLD SPONSOR

- 12 tickets *(one priority reserved table)* to the gala
- Logo included as Gold Sponsor on:
  - Invitation *(If secured by November 9, 2018)*
  - Member Service Announcements
  - Program
  - Event signage
  - BransonChamber.com



- Logo displayed on the wall during the event
- Recognition as gala sponsor from stage
- Half-page ad in Black Tie Gala program
- :60 commercial to be played during pre-program presentation

### SILVER SPONSOR

- Ten tickets *(one reserved table)* to the gala
- Logo included as Silver Sponsor on:
  - Invitation *(If secured by November 9, 2018)*
  - Program
  - Event signage
  - BransonChamber.com
- Logo displayed on the wall during the event
- Quarter-page ad in Black Tie Gala program
- :30 commercial to be played during pre-program presentation

### COCKTAIL SPONSOR

- Six tickets to the gala
- Logo included as "Signature Cocktail sponsored by" on:
  - Invitation *(If secured by November 9, 2018)*
  - Program
  - Signage on 2+ bars throughout event
  - Cocktail napkins at 2+ bars throughout event
- Recognition throughout event



**DESSERT SPONSOR** (One available – **SOLD**)

- Four tickets to gala
- Logo included as “Dessert sponsored by” on:
  - Invitation (*If secured by November 9, 2018*)
  - Program
  - 700+ plated desserts
  - Recognition throughout event

**VALET SPONSOR**

- Four tickets to the gala
- Name included as “Valet Service sponsored by” on:
  - Invitation (*If secured by November 9, 2018*)
  - Program
- Logo included as “Valet Service sponsored by” on:
  - Announcement to attendees regarding Valet Service availability
  - Valet signage outside of Branson Convention Center
- Opportunity to provide each attendee utilizing valet service with promotional item at the end of the night (*Provided by sponsor, approx. 250 items, in hand to Chamber no later than February 4, 2019*)

**ENTERTAINMENT SPONSOR**

- Four tickets to the gala
- Name included as “Entertainment sponsored by” on:
  - Invitation (*If secured by November 9, 2018*)
  - Member service announcements
  - Program

- Opportunity to introduce entertainment from off stage during event

**TABLE SPONSOR**

- Ten tickets (*one reserved table*) to the gala
- Recognition in program (*if secured by January 11, 2019*)

**AWARD SPONSOR** (6 available)

- One ticket to the gala
- Company name listed as “Award presented by” on gala program (*if secured by January 11, 2019*)
- Opportunity to be on stage and included in picture while award is presented to winner

**THANK YOU SPONSOR**

- One ticket to the gala
- Opportunity to place a “Thank You” message (*200 characters or less*) on gala program and screen during the reception with company name

**Final Sponsorship Close Date:** January 11, 2019

**Date of the Event:** February 8, 2019

**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
Presenting Sponsor	\$10,000	Valet Sponsor	\$1,500
Gold Sponsor	\$5,000	Entertainment Sponsor	\$1,250
Silver Sponsor	\$3,500	Table Sponsor	\$1,000
Cocktail Sponsor	\$3,000	Award Sponsor	\$500
Dessert Sponsor	\$2,500 ( <i>Sold</i> )	Thank You Sponsor	\$500

## BUSINESS AWARDS LUNCHEON

Branson/Lakes Area small businesses, non-profits and healthcare professionals are highlighted at the annual Business Awards Luncheon. Awards include Small Business of the Year, Charity of the Year and Champion of Healthcare. Before the winners are announced, the top three nominees in each category are highlighted through Chamber social media channels.



### PRESENTING SPONSOR *(one available)*

- Ten tickets *(one table)* to the event at a reserved prime table location
- Company logo displayed as "Presented by" on:
  - Event invitation & program
  - Event welcome signage
  - Chamber website and social media
- Five-minute welcome to attendees to showcase your business
- Company's pull-up banner to be showcased at event *(to be provided by sponsor)*

### EVENT SPONSOR

- Ten tickets *(one table)* to the event at reserved table
- Logo on event invitation, program and welcome signage as event sponsor
- Recognition at event

### TABLE SPONSOR

- Eight tickets *(one table)* to event at reserved table
- Recognition on event program

**Closing Date:** September 6, 2019

**Event Date:** October 4, 2019

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138

SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$1,500
Event Sponsor	\$750
Table Sponsor	\$250



## ANNUAL MEMBERSHIP LUNCHEON

A comprehensive update of strategies being used by the Branson/Lakes Area Chamber and CVB to grow the local economy. The Annual Membership Luncheon will share the successes of the Chamber/CVB and community partners in 2018 and highlight plans for the upcoming tourism season. All Chamber members and their employees are invited to attend.



### PRESENTING SPONSOR *(one available)*

- Ten tickets *(one table)* to the event at a reserved prime table location
- Company logo displayed as “Presented by” on:
  - Event invitation & program
  - Event welcome signage
  - Chamber website and social media
- Five-minute welcome to attendees to showcase your business
- Company’s pull-up banner to be showcased at event *(to be provided by sponsor)*

### EVENT SPONSOR

- Ten tickets *(one table)* to the event at reserved table
- Logo on event invitation, program and welcome signage as event sponsor
- Recognition at event

### TABLE SPONSOR

- Eight tickets *(one table)* to event at reserved table
- Recognition on event program

**Closing Date:** December 18, 2018

**Event Date:** January 15, 2019

**Location:** Chateau on the Lake Resort, Spa & Convention Center

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138

SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$1,500
Event Sponsor	\$750
Table Sponsor	\$250

## ECONOMIC DEVELOPMENT LUNCHEON

Join the Chamber and Taney County Partnership for our first Economic Development Luncheon as we look at economic development in the Branson/Lakes Area region and new efforts aimed at shaping our community's future. At this luncheon, you will hear from representatives of the Springfield Regional Economic Partnership (SREP) and the Missouri Partnership regarding projects regionally and statewide that have an impact on you and your business.



### PRESENTING SPONSOR *(one available)*

- Ten tickets *(one table)* to the event at a reserved prime table location
- Company logo displayed as "Presented by" on:
  - Event invitation & program
  - Event welcome signage
  - Chamber website and social media
- Five-minute welcome to attendees to showcase your business
- Company's pull-up banner to be showcased at event *(to be provided by sponsor)*

### EVENT SPONSOR

- Ten tickets *(one table)* to the event at reserved table
- Logo on event invitation, program and welcome signage as event sponsor
- Recognition at event

### TABLE SPONSOR

- Eight tickets *(one table)* to event at reserved table
- Recognition on event program

**Closing Date:** July 26, 2019

**Event Date:** August 23, 2019

**Location:** The Keeter Center, College of the Ozarks

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138

SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$1,500
Event Sponsor	\$750
Table Sponsor	\$250



## LEGISLATIVE LUNCHEON

Following the conclusion of the 2019 Missouri Legislative Session, local lawmakers provide updates on issues affecting your business and discuss priorities for 2020.

### PRESENTING SPONSOR *(one available)*

- Ten tickets *(one table)* to the event at a reserved prime table location
- Company logo displayed as "Presented by" on:
  - Event invitation & program
  - Event welcome signage
  - Chamber website and social media
- Five-minute welcome to attendees to showcase your business
- Company's pull-up banner to be showcased at event *(to be provided by sponsor)*



### EVENT SPONSOR

- Ten tickets *(one table)* to the event at reserved table
- Logo on event invitation, program and welcome signage as event sponsor
- Recognition at event

### TABLE SPONSOR

- Eight tickets *(one table)* to event at reserved table
- Recognition on event program

**Closing Date:** May 13, 2019

**Event Date:** June 10, 2019

**Location:** Chateau on the Lake Resort, Spa & Convention Center

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138

SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$1,500
Event Sponsor	\$750
Table Sponsor	\$250

## GOOD MORNING, BRANSON!

Good Morning, Branson provides an opportunity to stay up-to-date on public school issues, city hall, county government and strategies being used by the Chamber/CVB to grow the economy. This bi-monthly event also features key topics directly affecting you and your business.

### PRESENTING SPONSOR

- Logo as presenting sponsor displayed on:
  - Invitation
  - Welcome sign at event
  - Chamber website and social media
- Five tickets to event
- Opportunity to place company's pull-up banner to be showcased at event *(to be provided by sponsor)*
- Five-minute welcome to attendees to showcase your business

**Closing Date:** Four weeks prior to event

### Event Dates:

- March 21, 2019
- May 16, 2019
- July 18, 2019
- September 19, 2019
- November 21, 2019

**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

Enjoy two hours after your workday is complete for laid-back, casual networking that gives you a chance to connect with Chamber and community members. These new contacts will become your clients, partners and those you call on for special projects.

### PRESENTING SPONSOR

- Logo as presenting sponsor displayed on:
  - Invitation
  - Welcome sign at event
  - BransonChamber.com
- Five tickets to event
- Opportunity to place company's pull-up banner to be showcased at event *(to be provided by sponsor)*
- Five-minute welcome to attendees to showcase your business

**Closing Date:** Four weeks prior to event

### Event Dates:

- Thursday, February 21, 2019
- Thursday, April 18, 2019
- Thursday, June 20, 2019
- Thursday, August 15, 2019
- Thursday, October 17, 2019

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138



SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$500

## LEADERCAST BRANSON



Attend the event Forbes has named “A Leadership Conference You Don’t Want to Miss.” Leadercast is coming back to Branson in 2019, for a one-day, simulcast leadership event that is the largest in the world. Be inspired to develop your leadership skills and master the fine art of achieving great things through world-renowned speakers inspiring the leader within you.

### PRESENTING SPONSOR *(One available)*

- Eight tickets to Leadercast
- Sponsor-only discount on additional tickets
- Logo as presenting sponsor on:
  - Invitations and program
  - Welcome signage
  - Chamber website and social media
  - Name badge
- Opportunity to provide marketing material or gift to all attendees *(sponsor provided, due to Chamber by May 3, 2019)*
- Opportunity to welcome attendees *(8-10 minutes)*
- Recognition throughout event
- Company pop-up banner to be showcased at event *(provided by sponsor)*
- 6’ table with linen exhibitor booth

### EVENT SPONSOR *(three available)*

- Four tickets to Leadercast
- Sponsor-only discount on additional tickets
- Logo as event sponsor on:
  - Invitations and program
  - Welcome signage
  - BransonChamber.com
- Opportunity to welcome attendees *(3-5 minutes)*
- Opportunity to provide marketing material to all attendees *(sponsor provided, due to Chamber by May 3, 2019)*

- Recognition throughout event
- 6’ table with linen exhibitor booth

### LUNCH SPONSOR

- Three tickets to Leadercast
- Logo as “lunch sponsored” by on:
  - Program
  - Welcome and lunch signage
- Opportunity to provide marketing material or gift to all attendees *(sponsor provided, due to Chamber by May 3, 2019)*
- Mention at event as lunch sponsor

### BREAKFAST SPONSOR

- Two tickets to Leadercast
- Logo as “breakfast sponsored” by on:
  - Program
  - Breakfast signage
- Opportunity to provide marketing material or gift to all attendees *(sponsor provided, due to Chamber by May 3, 2019)*
- Mention at event as breakfast sponsor

**Closing Date:** April 19, 2019

**Event Dates:** May 10, 2019

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138

SPONSORSHIP OPTION	RATE	SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$2,000	Lunch Sponsor	\$750
Event Sponsor	\$1,000	Breakfast Sponsor	\$500



## IGNITE BRANSON

Ignite Branson's 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.

### PRESENTING SPONSOR *(yearlong sponsorship)*

- Four tickets to Ignite Branson luncheon monthly
- Logo included as "Presented by" on:
  - Ignite, Chamber websites and social media
  - All Ignite Branson invitations
  - Welcome signage at all events
- Opportunity to welcome attendees at four Ignite Branson events in 2019 *(three minutes)*
- Will receive "Presenting Sponsor of Ignite Branson" logo to be used by company in 2019
- One seat on Ignite Branson Leadership Team *(reserved to representative of Presenting Sponsor between the ages of 21 and 40 years old)*

### IGNITE BRANSON LUNCHEON SPONSOR

*(One available each month)*

- Two tickets to Ignite Branson luncheon sponsoring
- Logo included on:
  - Invitation for event
  - Event page on BransonChamber.com
  - Welcome signage at event
- Opportunity to speak at Ignite Branson luncheon sponsoring *(five minutes)*
- Opportunity to place marketing materials on tables for all attendees

### IGNITE BRANSON HAPPY HOUR SPONSOR

*(One available each month)*

- Logo included on:



- Invitation for event
- Event page on BransonChamber.com
- Welcome signage at event
- Opportunity to place marketing materials on tables and/or check-in table for all attendees

### IGNITE BRANSON LEGISLATIVE VISIT SPONSOR

- Three tickets to Ignite Branson Legislative Visit
- Logo included on:
  - Invitation for event
  - Event page on BransonChamber.com
  - Member Service Announcements
- Opportunity to provide marketing materials and/or gift to each attendee
- Opportunity to speak to attendees for five minutes

**Closing Date:** December 17, 2018; Presenting Sponsor: Four weeks prior to event

#### Event Dates:

Luncheon – Second Monday of every month  
Happy Hour – Fourth Tuesday of every month  
Legislative Visit – May 2, 2019

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138

SPONSORSHIP OPTION	RATE	SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$2,500	Ignite Branson Legislative Visit	\$500
Ignite Branson Luncheon Sponsor	\$500	Ignite Branson Happy Hour Sponsor	\$250



2019 SALES GUIDE

Chamber Events

## IGNITE BRANSON CELEBRATION

A celebration of young professionals featuring live entertainment, networking opportunities and an overview of strategies dedicated to growing Ignite Branson. This event also highlights the winner of the annual "Ignite Branson" young professional award.

### PRESENTING SPONSOR

- Ten tickets to celebration
- Special "sponsor pricing" for additional attendees
- Logo included as "Presented by" on:
  - Ignite, Chamber websites and social media
  - Ignite Branson Celebration invitation (*sent to Ignite Branson members & all Chamber members*)
- Welcome signage
- Recognition as "Presenting Sponsor" throughout event
- Opportunity to welcome attendees (*3-5 minutes*)
- Opportunity to have company pull-up banner displayed at event (*provided by sponsor*)
- Opportunity to provide "gift" to each attendee in attendance (*provided by sponsor*)

### BEVERAGE SPONSOR

- Six tickets to celebration
- Special "sponsor pricing" for additional attendees
- Logo included as "Beverage Sponsor" on:
  - Ignite Branson Celebration invitation
  - Welcome signage
  - Signage at beverage stations
- Recognition as "Beverage Sponsor" throughout event
- Opportunity to have company pull-up banner displayed at event (*provided by sponsor*)



### EVENT SPONSOR

- Four tickets to celebration
- Special "sponsor pricing" for additional attendees
- Logo included as "Event Sponsor" on:
  - Welcome signage at all events
- Name included as "event sponsor" on:
  - IgniteBranson.com and BransonChamber.com
  - Ignite Branson Celebration Invitation

### AWARD SPONSOR (*one available*)

- Two tickets to celebration
- Special "sponsor pricing" for additional attendees
- Opportunity to present "Ignite Branson" award winner including being in photos sent in press release following event
- Logo placed on award recipient receives

**Closing Date:** September 24, 2019

**Event Dates:** October 22, 2019

**Sales Contact:** Emily Sutliff

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

Phone: 417-243-2138

SPONSORSHIP OPTION	RATE	SPONSORSHIP OPTION	RATE
Presenting Sponsor	\$1,500	Event Sponsor	\$500
Beverage Sponsor	\$1,000	Award Sponsor	\$250

## LAKES AREA LEADERSHIP

The Lakes Area Leadership Academy is designed to groom professionals for greater leadership roles in the community and beyond. This year-long program includes 11 unique sessions aimed at educating participants on key local issues and ways in which to influence positive changes.

### HOST SPONSOR

- Logo placed on all class materials for each session day
- Logo placed on the Lakes Area Leadership page of BransonChamber.com with link
- Opportunity to welcome the class on two sessions of your choice (*approximately 5 minutes*)
- Company literature distributed at the two sessions
- Two tickets to the opening and graduation ceremonies



**Closing Date:** Monday, December 31, 2018

**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> )



## “IMAGINE BRANSON” RELOCATION AND INVESTMENT GUIDE

In collaboration with the Taney County Partnership and the Branson Chamber & CVB, Imagine Branson will be in its third year of circulation in 2019. The publication shares stories of why the Branson/Lakes Area is an excellent place to relocate, work and invest. Imagine Branson offers resources related to quality of life, talent attraction/retention and highlights local successes to entice future development. Imagine Branson is published in both English and Spanish.

- Digital copy of publication on BransonChamber.com, TaneyCountyPartnership.com and OnPointMO.com
- 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 1.9 million impressions annually
- Hard copies are distributed to Chamber membership, visitors and potential newcomers
- Hard copies are translated into Spanish and distributed during talent attraction efforts

- **Ad Space Closing Date:** January 31, 2019
- **Artwork Due:** March 1, 2019
- **Publication date:** June, 2019 (*subject to change*)

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



ADVERTISING OPTION	RATE	ADVERTISING OPTION	RATE
Back Cover	\$2,783	Table of Contents 1 and 2	\$1,999
Inside Front Cover	\$2,399	Full Page	\$1,645
Inside Back Cover	\$1,258	2/3 Page	\$1,481
Facing Inside Front Cover	\$1,999	Half Page (H or V)	\$1,258
Openers (live, work, play, invest)	\$1,999	Quarter Page	\$963

## 2019 TCP PARTNERS MENU OF SERVICES

The Taney County Partnership is a public/private partnership providing fundamental economic development services for any businesses within Taney County, Missouri. The 2019-2021 TCP Action Plan will focus on the following three main areas; 1) Business/Industry Attraction & Marketing, 2) Business Retention & Expansion and 3) Workforce Development. Benefits to investors in the TCP will also include, but may not be limited to:

- Participation in developing and supporting strategies to attract and welcome new business and retain and expand existing business
- Participation in developing and supporting strategies to develop, retain, attract and place workforce talent
- Participation in developing and supporting comprehensive incentive policies and programs
- Participation in regularly scheduled partnership meetings
- Participation in economic development roundtables
- Benefit from activities of regional marketing and legislative outreach activities
- Access to professional economic development staff and resources
- Access to a repository of demographic, tax, employment, economic and other data
- Access to state and regionally generated data, materials and leads
- Invitations to national, state and regional economic development conferences and events
- Participation in and support of local, regional and statewide economic development legislative initiatives
- Receive regular updates on economic development legislative activity in Jefferson City and Washington, D.C.
- Participation in the development of economic development marketing materials
- Assistance with business retention/expansion activities
- Inclusion in the TCP website
- Invitation to participate in consultant site visits outside of the county
- Invitation to participate in "in-market" consultant events
- Invitation to participate in consultant familiarization tours of the county
- Invitation to participate in special economic development events



The TCP Board of Directors is comprised of all TCP investors (*public sector and business sector*). Business sector investors have a minimum annual level of \$2,500. Public sector members have varying levels of annual investment. Please contact Jonas Arjes, Executive Director, for additional information by emailing [jarjes@taneycountypartnership.com](mailto:jarjes@taneycountypartnership.com).

INVESTOR OPTION	RATE	INVESTOR OPTION	RATE
Community Champion Investor	\$50,000+*	Community Investor and Board Member	\$5,000-\$9,999*
Executive Committee Investor	\$10,000+*	Board of Directors Investor	\$2,500-\$4,999*

\*Annual rate for three years

## 2019 COMMUNITY WORKFORCE SUMMIT

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The Community Workforce Summit is an annual event that takes place at the beginning of each year to provide a State of the Workforce for Taney County, share data and progress on programs, and bring in speakers from the region and national subject matter experts to help our community move the needle on the issues facing Taney County in the areas of workforce and economic development.

**TITLE EVENT SPONSOR** \$5,000

**LUNCHEON SPONSOR** \$2,500

- Recognition at event, logo included on calendar, on website and on all event materials
- Special recognition prior to Lunch Speaker + 5-10 minute speaking opportunity
- Table of 8 at Community Workforce Summit

**NETWORKING HOUR SPONSOR** \$1,000

- Recognition at event, logo included on calendar, on website and on all event materials
- Recognized during Networking Hour (7:30-8:30 a.m.)
- 4 tickets to Community Workforce Summit

**COMMUNITY SPONSOR** \$500

- Recognition at event, logo included on calendar and on website and on all event materials
- 2 tickets to Community Workforce Summit



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## 2019 BRANSON J-1 COMMUNITY SUPPORT GROUP

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The Branson J-1 Community Support Group helps create an environment of comfort and belonging by offering support to Summer Work Travel (SWT) exchange visitors. The group, managed by the Branson/Lakes Area Chamber of Commerce, and comprised of City of Branson staff, Visa Sponsors, local police and fire departments, community members and partners, assist in providing a safe and fun experience for those in the program that temporary live and work in the community.

**J-1 CULTURAL EXCHANGE SPONSOR** - \$1,500

**J-1 WELCOME ORIENTATION SPONSOR** - \$1,000

**J-1 COMMUNITY SUPPORT SPONSOR** - \$500

- Recognition at all J-1 events, logo listed on Branson J-1 website, logo listed in 2019 J-1 Handbook (*printed and online*), mention on social media events and posts, and special recognition at community forums.

## WORKFORCE DEVELOPMENT SPONSORSHIPS

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Corporate sponsorship of Taney County Partnership's Workforce Development programs supports the following initiatives:

**TALENT ATTRACTION PROGRAMMING SPONSOR** \$5,500

**TITLE EVENT SPONSOR** \$5,000

**ONPOINT WORKFORCE DEVELOPMENT COLLABORATIVE SPONSOR** \$3,500

**HISPANIC WORKFORCE COALITION SPONSOR** \$2,500

**PUERTO RICO RECRUITMENT SUPPORTING SPONSOR** \$1,500

**COMMUNITY-BUILDING ACTIVITIES & LEARNING OPPORTUNITIES SPONSOR** \$1,500

**TANEY COUNTY CAREER DAYS - INDUSTRY-TO-YOUTH OUTREACH SPONSOR** \$1,000

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## PUERTO RICO RECRUITMENT

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TCP embarks on two group recruitments in the Spring and Fall of each year, managing all marketing, logistics, consulting support, job-targeting and job fair set up. Employers pay a \$1,000 non-refundable deposit to hold their place on the trip and all participating employers split the total cost of logistics, marketing and trip expenses, but pay their own airfare, lodging and most meal expenses. Companies interested in participating in recruitment activities can contact Heather Hardinger at [hhardinger@taneycountypartnership.com](mailto:hhardinger@taneycountypartnership.com)

\*Any \$5,000 or cumulative \$5,000+ sponsorships will also include TCP membership for that calendar year.

**Sales Contact:** Jonas Arjes, CECD, EDFP  
 Email: [jarjes@taneycountypartnership.com](mailto:jarjes@taneycountypartnership.com)  
 Phone: 417-243-2126

**Sales Contact:** Heather Hardinger, MA  
 Email: [hhardinger@taneycountypartnership.com](mailto:hhardinger@taneycountypartnership.com)  
 Phone: 417-243-2140

**Sales Contact:** Izze Martinez  
 Email: [imartinez@bransonchamber.com](mailto:imartinez@bransonchamber.com)  
 Phone: 417-243-2141



## OFFICIAL 2020 BRANSON VACATION GUIDE

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

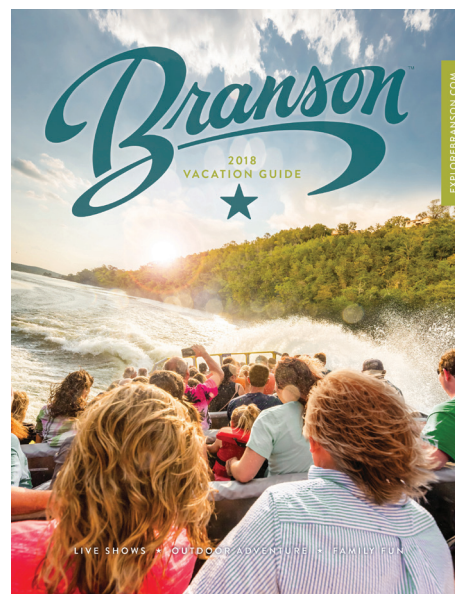
**Materials & Payment Due:** October 11, 2019

- Published: December 2019
- Print Circulation: 275,000 annually
- Distributed: January 2020
- Ad Close Date: October 11, 2019
- 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	\$5,894
Half Page (H) - 7.5"w x 4.875"h	\$3,020
Half Page (V) - 3.625"w x 10"h	\$3,020
Quarter Page - 3.625"w x 4.875"h	\$1,526
Eighth Page - 3.625"w x 2.375"h	\$773
PREMIUM POSITIONS	RATE
Inside Front Cover	\$7,072
Facing Inside Front Cover	\$7,072
Inside Back Cover	\$7,072
Facing Inside Back Cover	\$6,779
Back Cover - 8.375"w x 8.125"h	\$8,438
Single Page, Editorial Well	\$6,779
Two-page Spread, Editorial Well	\$14,279

## 2019 WELCOME BAG PARTNERSHIP

The Branson CVB is offering the opportunity to provide promotional items or literature in 20,000 to 25,000 welcome bags distributed to meeting and conventions, military, family and class reunions, motor coach groups, church groups, affinity groups and 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 the sponsorship, your black and white logo will be featured on the outside of the bag for added exposure .

**Materials & Payment Due:** November 9, 2018

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was recieved
- Welcome bag inserts are to be delivered to Tantone Industries, Inc. by January 31, 2019
- Space is limited to the first 10 paid partners
- No forms will be accepted after the due date

**Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105



### RATE

\$2,500\*

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

## 2019 ABA ICE CREAM BOOTH PARTNERSHIP

### Louisville, KY – January 25-29

The Branson CVB will sponsor the Branson Ice Cream Social Booth at the ABA Marketplace. All partnerships include the following:

- Company name on announcement sent by ABA
- Company name listed on ABA registration insert provided by the CVB
- Company name listed on placemats
- Opportunity to volunteer at the ice cream booth
- Company name on signage and video at booth

#### **SILVER LEVEL** \$795 *(limited to first 20 businesses)*

Chair Back Cover Partnership

- Includes company name on chair back cover
- Includes sponsorship benefits listed above

#### **GOLD LEVEL** \$1,195 *(limited to first 6 businesses)*

Ice Cream Name Partnership

- Includes naming an ice cream flavor
- Includes sponsorship benefits listed above

#### **PLATINUM LEVEL** \$1,695 *(limited to the first 6 businesses)*

Ice Cream Name & Chair Back Cover Partnership

- Includes naming an ice cream flavor
- Includes company name on chair back cover
- Includes sponsorship benefits listed above



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

**Materials & Payment Due:** November 2, 2018

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No forms will be accepted after the due date

**Sales Contact:** Lenni Neimeyer

Email: lneimeyer@bransoncvb.com

Phone: 417-243-2105

PARTNERSHIP LEVEL	RATE
Silver – Chair Back Cover Partnership	\$795
Gold – Ice Cream Name Partnership	\$1,195
Platinum – Ice Cream Name & Chair Back Cover Partnership	\$1,695

## 2019 ABA BRANSON DINE-AROUND PARTNERSHIP *Louisville, KY – January 28*

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The Branson CVB will host a dine-around at ABA in Louisville, KY, on Monday, January 28, 2019. Dinner is scheduled from 6:30 pm to 9:30 pm at Vincenzo's Italian Restaurant where we will enjoy live Branson entertainment for 60 or more invited tour operators.

### **PARTNERSHIP INCLUDES:**

- Food & beverage for one person
- Company name listed on email invitation
- Company name listed on signage at event
- Branson logo gift item
- Network with ABA tour operators

### **Materials & Payment Due:** November 2, 2018

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No forms will be accepted after the due date

### **Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105



### **PARTNERSHIP RATE**

\$400



## 2019 TEXAS MUSIC EDUCATORS ASSOCIATION DINE-AROUND PARTNERSHIP *San Antonio, Texas – February 14*

---

The Branson CVB will host a dine-around at TMEA in San Antonio, TX on Thursday February 14, 2019. Dinner is scheduled from 6:00 pm to 9:00 pm 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
- Network with TMEA buyer attendees

### **Materials & Payment Due:** December 7, 2018

- Call within 24 hours of sending form to ensure it was received

**Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105



### **PARTNERSHIP RATE**

\$200

## **2019 TRAVEL SOUTH BRANSON DINE-AROUND PARTNERSHIP Myrtle Beach, SC – February 25**

The Branson CVB will host a dine-around at Travel South in Myrtle Beach, SC, on Monday February 25. Dinner is scheduled from 7:00 pm to 9:00 pm at the Sea Captain's House, a charming waterfront home, where we will entertain up to 30 tour operators. Buyer attendees and Branson partners will receive a Branson logo gift at the dinner.

### **PARTNERSHIP INCLUDES:**

- Food & beverage for one person
- Branson logo gift item
- Network with Travel South buyer attendees

### **Materials & Payment Due:** December 7, 2018

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was recieved
- No forms will be accepted after the due date

### **Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105



### **PARTNERSHIP RATE**

\$200

## 11TH ANNUAL PROFESSIONAL TRAVEL PLANNER FAM

**April 9-12, 2019**

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 introduced to Branson with 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 buyer attendees.

### **PARTNERSHIP INCLUDES:**

- Four networking meals with travel planners
- Scheduled business trade session appointments
- Will distribute profile sheets and business cards
- May provide welcome bag gift
- Will receive complete travel planner contact and company information

### **Materials & Payment Due:** February 1, 2019

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No forms will be accepted after the due date
- Space is limited to the first 25 paid registrations

### **Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105



### **PARTNERSHIP RATE**

\$350

## 14TH ANNUAL MILITARY REUNION PLANNERS CONFERENCE *May 14-17, 2019*

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The Branson CVB hosts an annual FAM tour for military reunion planners from across the U.S. These military reunion planners experience a three-night, four-day Branson itinerary highlighting lodging, shows, attractions, dining and sightseeing for military groups.

This event includes business trade session appointments with Branson sellers registered for the event as well as networking meals with the planners.

### **PARTNERSHIP INCLUDES:**

- Four networking meals with reunion planners
- Scheduled business trade session appointments
- Will distribute profile sheets and business cards
- May provide a welcome bag gift
- Will receive reunion planner contact information

### **Materials & Payment Due:** March 8, 2019

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No registrations will be accepted after the due date
- Space is limited to the first 25 paid registrations

### **Sales Contact:** Julie Peters

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

Phone: 417-243-2117



### **PARTNERSHIP RATE**

\$350



## 13TH ANNUAL MUSIC DIRECTOR FAM TOUR

### *June 18-21, 2019*

The Branson CVB hosts an annual FAM tour for music directors from across the US. These music directors experience a three-night, four-day Branson itinerary highlighting lodging, shows, attractions, dining and sightseeing that is ideal for student 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
- Will distribute profile sheets and business cards
- May provide welcome bag gifts
- Will receive complete music directors contact and profile information

#### **Materials & Payment Due:** April 5, 2019

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No forms will be accepted after the due date
- Space is limited to the first 25 paid registrations

#### **Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105

13TH ANNUAL  
**MUSIC DIRECTOR  
FAM TOUR**  
June 18-21, 2019



#### **PARTNERSHIP RATE**

\$350

## 2019 SYTA ICE CREAM BOOTH PARTNERSHIP

### Birmingham, AL – August 9-13

The Branson CVB will sponsor the Branson Ice Cream Social Booth at the SYTA Annual Conference. 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 and video at the booth

#### **SILVER LEVEL** \$495 *(limited to first 20 businesses)*

Chair Back Cover Partnership

- Includes company name on chair back cover
- Includes sponsorship benefits listed above

#### **GOLD LEVEL** \$895 *(limited to first 6 businesses)*

Ice Cream Name Partnership

- Includes naming an ice cream flavor
- Includes sponsorship benefits listed above

#### **PLATINUM LEVEL** \$1,195 *(limited to the first 6 businesses)*

Ice Cream Name & Chair Back Cover Partnership

- Includes naming an ice cream flavor
- Includes company name on chair back cover
- Includes sponsorship benefits listed above

#### **Materials & Payment Due:** May 17, 2019

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No forms will be accepted after the due date

#### **Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105

PARTNERSHIP LEVEL	RATE
Silver – Chair Back Cover Partnership	\$495
Gold – Ice Cream Name Partnership	\$895
Platinum – Ice Cream Name & Chair Back Cover Partnership	\$1,195

## 2019 BRANSON LIVE IN CHICAGO PARTNERSHIP September 9-10

---

- Monday, September 9 - VIP Thank You dinner
- Tuesday, September 10 - Morning trade show, plated lunch and Branson entertainment

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 exciting sales event and receive the following benefits:

- VIP Thank You dinner
- Table-top booth at tradeshow at host hotel
- Networking lunch featuring Branson entertainment
- Provided list of buyer attendees following the event

### **PARTNERSHIP INCLUDES:**

- Meals, beverages and attendance for one person
- Participants are responsible for all expenses related to transportation, lodging and meals outside of the events. The participants will make their own reservations.

### **Materials & Payment Due:** June 27, 2019

- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No contracts will be accepted after the deadline

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

### **PARTNERSHIP RATE**

\$395

## 2020 BRANSON STUDENT GUIDE – DIGITAL ONLY

The Student Guide is a digital guide only and is the key publication for the CVB's Leisure Group Sales Department to promote student and youth group travel to Branson. The guide features student performance and educational activities. Businesses may purchase two different sizes of listings.

The digital guide can be downloaded to flash drives or sent as a link as primary forms of distribution.

**Materials & Payment Due:** June 28, 2019

- Available online: August 2019
- Listing forms are available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No forms will be accepted after the due date

**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	\$400
Quarter Page - 5"w x 1.87"h	\$100



## 2020 GROUP TOUR & REUNION PLANNER

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

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

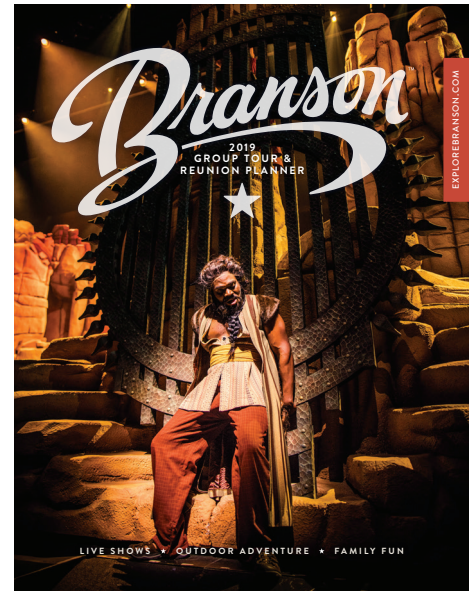
**Materials & Payment Due:** September 20, 2019

- Published and distributed: December 2019
- Print circulation: 3,000 annually
- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was received
- No forms will be accepted after the due date

**Sales Contact:** Lenni Neimeyer

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

Phone: 417-243-2105



### PARTNERSHIP RATE

\$300

## 2019 INTERNATIONAL TOUR MANAGEMENT INSTITUTE SYMPOSIUM PARTNERSHIP

***Branson, MO – November 2 & 4***

The Branson CVB is hosting the International Tour Management Institute Symposium November 1-5, 2019. ITMI is a training institute for tour guides and directors. This annual educational conference is attended by many major tour operators from across the US and Canada, as well as individuals who attend to earn their certifications. There will be 350 to 400 in attendance.



### **PARTNERSHIP INCLUDES:**

The partnership allows for one person from your company to attend both the opening and closing events to network with important tour operators, tour directors and industry VIPs. Both evening events include dinner and live Branson entertainment.

**Opening night:** Saturday, November 2 at The Chateau on the Lake – 6:00 pm to 10:00 pm

**Closing night:** Monday, November 4 at the Branson Convention Center – 6:00 pm to 9:00 pm

- Listing partners on registration inserts promoting both events
- Listing partners on signage at the opening and closing event

**Materials & Payment Due:** October 7, 2019

- By signing this partnership form you are responsible for the financial partnership commitment whether or not someone from your company attends the listed events
- Partnership form is available on the Branson Industry Portal in Leisure Groups
- Call within 24 hours of sending form to ensure it was recieved

**Sales Contact:** Lenni Neimeyer

Email: lneimeyer@bransoncvb.com

Phone: 417-243-2105

### **PARTNERSHIP RATE**

\$400

## 2019 CONNECT MARKETPLACE ICE CREAM BOOTH PARTNERSHIP *Louisville, KY – August 26-28*

**Connect**

ASSOCIATION | CORPORATE | EXPO | SPECIALTY | SPORTS

New in 2019, the Branson CVB will sponsor the Branson Ice Cream Social Booth at the Connect Marketplace Annual Conference in Louisville, KY, August 26-28, 2019. This Exclusive Platinum Partnership is limited to the first four businesses and offer unique features and benefits by including the following:

**EXCLUSIC PARTNERSHIP** \$895 *(limited to the first 4 businesses)*

- Name one of four ice cream flavors served
- Your company name on the back of four chairs
- Opportunity to volunteer at the ice cream booth
- Company name on signage/and to be in video at the booth

**Materials & Payment Due:** May 17, 2019

- Partnership form is available on the Branson Industry Portal in Meetings & Conventions
- No forms will be accepted after the due date

**Sales Contact:** Samantha Gutting

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

Phone: 417-243-2104

### PARTNERSHIP RATE

\$895



2019 SALES GUIDE

Sports

## 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 2019.

Include your message in our exclusive Welcome Backpack inserts. Present a discount offer, introduce a social media campaign, advertise your services or 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 Backpack 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 a description of services)

### Materials & Payment Due: December 21, 2018

- Submit materials to [sports@bransoncvb.com](mailto:sports@bransoncvb.com)
- No contracts will be accepted after the deadline

### Sales Contact: JoAnna Curtis

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

Phone: 417-243-2134

## ANNUAL SPONSORSHIP RATE

\$1,000

**Branson MISSOURI**  
WELCOME  
ATHLETES, FAMILIES  
AND FRIENDS!

**Bigfoot on the Strip**  
2608 W. Hwy. 76 • Branson, MO 65616  
800-562-2416 • [www.BransonBigfoot.com](http://www.BransonBigfoot.com)  
The world's only Bigfoot Discovery Expedition 4x4 off-road tour, 18 holes of Bigfoot-themed mini-golf, Fun Zone Maze and Monkey Jump, Super Sling and Gravity Bomb thrill rides, BDI action ride, state-of-the-art arcade and prizes, really bad (for you) food! Open late, daily. Look for the 200 foot tall tower.

**BUFFALO WILD WINGS**  
WINGS, BEER, SPORTS™

**Buffalo Wild Wings**  
1111 Branson Landing Blvd. • Branson, MO 65616  
417-334-0004 • [www.BuffaloWildWings.com](http://www.BuffaloWildWings.com)  
10% off entire food purchase. Limit one coupon per person, per visit. Not valid with any other discounts, offers or coupons. Valid at location listed above. No cash value. Excludes tax. Excludes alcohol. Code: OD-85. Expires 12/31/18.

**Dick's 5 & 10**  
103 W. Main Street • Branson, MO 65616  
417-334-2410 • [www.Dicks5and10.com](http://www.Dicks5and10.com)  
Over 55 years of FUN since 1961, this is a one-of-a-kind experience. FUN for all ages providing an adventure around every corner. Our Candy Emporium carries over 1,200 kinds of candy & snacks and over 100 "sucky flavors" of soda pop! Over 75,000 different items and amazing collections, this is more than just a store! "This Place is Awesome!" - USA TODAY  
Show this ad for a 10% discount. Code: sports. Expires 12/31/18.

**Famous Dave's**  
1201 Branson Landing Blvd. • Branson, MO 65616  
417-334-4858 • [www.FamousDavess.com](http://www.FamousDavess.com)  
Award-winning ribs. Over 750 local and national awards. Famous Dave's is located at the Branson Landing. For your reservations, dine-in, online, carry out and catering, call 417-334-4858. Show this ad for a 10% discount. Expires 12/31/18.

## 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

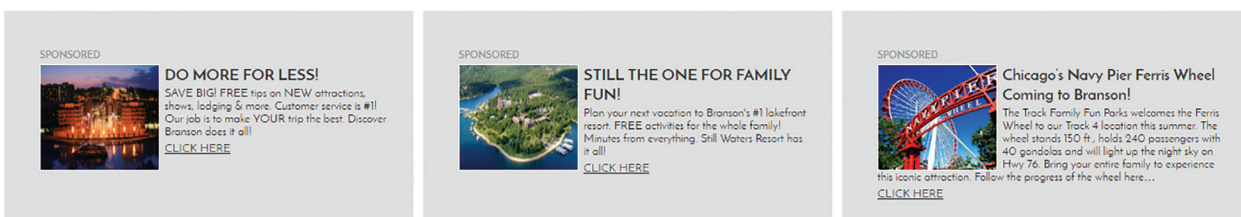
### All other Natives

- 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 44 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 44 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

**FEATURED**



**LEGENDS IN CONCERT**  
AUGUST 26, 2016 UNTIL DECEMBER 31, 2016  
Now playing at the iconic Dick Clark American Bandstand Theater, this world...

[LEARN MORE](#)


**FEATURED**



**THE DUTTONS**  
AUGUST 27, 2016 UNTIL DECEMBER 07, 2016  
The Duttons are high-energy entertainers loaded with musical talent. With t...

[LEARN MORE](#)

**FEATURED**



**SIX**  
AUGUST 26, 2016 UNTIL DECEMBER 17, 2016  
Dubbed "An Orchestra of Human Voices", SIX combines the musical precision, ...

[LEARN MORE](#)

### LISTING RATE

\$125 per month

\*See page 44 for full ExploreBranson.com digital policies.

## EXPLOREBRANSON.COM SPONSORED EVENT

---

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 44 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

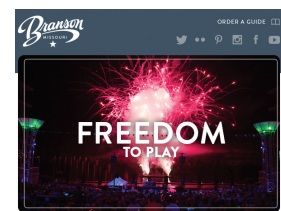
Copy - up to 210 characters with spaces

Link URL (can contain tracking code)

### Sales Contact: Douglas Veach

Email: dveach@maddenmedia.com

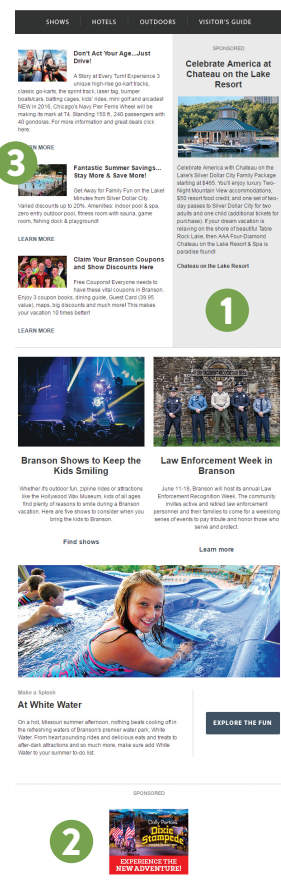
Phone: 913-951-0258, Mobile: 913-963-1637



#### Fourth of July Celebrations

Summertime in Branson means red, hot fun for the whole family, and there are no Independence Day celebrations like those in the Ozarks. With several events throughout the city, here's a list of some of Branson's Independence Day hot spots.

[VISIT HERE](#)



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

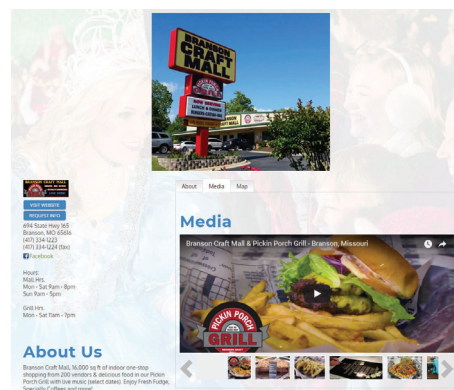
## BRANSONCHAMBER.COM WEBSITE ENHANCED DIRECTORY LISTING

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

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 enhanced directory listing	\$100 annually



2019 SALES GUIDE

BransonChamber.com

## MEMBER SERVICE ANNOUNCEMENTS

Member Service Announcements (MSA) are a one-page announcement sent to the Branson Chamber of Commerce membership via e-mail (e-blast) 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
- 49,000 + social media followers
- 390,000 + pageviews annually on BransonChamber.com
- MSA's available Monday-Friday (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

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

**Sales Contact:** Shelly Vorhaben

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

Phone: 417-243-2114



ADVERTISING OPTION	RATE
Option 1 - Email to membership	\$200 (includes URL link)
Option 2 - Email to membership and social media	\$375 (includes URL link)
Option 3 - Social media only	\$250 (includes URL link)

**\*Bakers Dozen:** If you prepay for 12 MSA's, you will receive 1 free. All MSA's must be used in 2019. They are non-transferrable to another member. If MSA's are not used by December 31, 2019, 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](mailto: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 \$100 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
- Up to 144,000 impressions per month *(based upon number in rotation)*
- Your company URL link click-through
- Ad displayed run-of-site *(in rotation)*
- Option to change artwork every 30 days

### Advertising Requirements:

- Dimensions are 275 pixels wide by 205 pixels high at 72 DPI
- Artwork must be in JPG or PDF format
- Submit artwork to [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



ADVERTISING OPTION	RATE
Website tile ads	\$150 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.

# 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://www.explorebranson.com/portal/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

ExploreBranson.com

Listing Management Tool

Credit Card Payments

Log In

Register

Branson  
MISSOURI

Home

Marketing

Groups/Reunions

Meetings/Conventions/Sports

Resources

CVB Payments

Search...

Partner businesses can make credit card payments for CVB publications and services directly on this site. Enter the basic information below, and then you will be sent to a secure page where you can enter your credit card information.

Users

Register

Log In

Enter your invoice information below

Name

First name

Last name

Company Name

company name

Address

address

City, State & ZIP

city

state

zip

Email Address

somebody@somewhere.com

BLACVB Invoice Number

1438-00

Note: If you don't have an invoice number, enter your first name

Amount to Pay

\$ 300

Product or service purchased

I.e. Vacation Guide Ad for XYZ Business

Credit Card Payments

If you have advertising or an outstanding invoice with the CVB, you can make a payment here with your credit card.

Next Step

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.

CVB Payment and Communication Policy

## Chamber Membership Portal -

Home page will display an outstanding invoice. Click the pay button

Branson  
MISSOURI

Search

Logged in as Linda Chandler  
Branson/Lakes Area Convention & Visitors Bureau

Account Settings

Home

Directory

Events

Resources

Reports

News

Settings

Shortcuts

Personal Information

Company Information

Hot Deals

News Releases

Job Postings

Links

Chamber Connection Newsletter

40 Word Submission for newsletter

Welcome Message

Read Later

Welcome to the membership portal of the Branson Lakes Area Chamber of Commerce. As a member of the Branson Lakes Area Chamber of Commerce you have the opportunity to market your business to consumers visiting <http://www.bransonchamber.com> by enhancing your informational home page with pictures and text. You can also post hot deals, job openings and supply and demand to help consumers find you when they run searches, and run reports to see hit statistics for your home page and other advertised items.

Whether at work, at home, or traveling, anywhere that you have access to the internet you will be able to add your information by logging into [www.bransonchamber.com](http://www.bransonchamber.com). If you have any questions regarding this site please contact Shelly Vorhaben at [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com) or 417-243-2114.

Text

Link

Photo

Video

Post expert advice, tips or just something from your day

All

Favorites

Arleta Shipley  
Central Bank of Branson  
Commercial Loan Administrative Assistant

Wednesday, November 11, 2015 4:38 PM

Like

Comment

Value Coleman  
College of the Ozarks  
Presentation of "True American Hero" award

Monday, November 9, 2015 2:33 PM

Like

Comment

Account Balance  
\$160.00

Pay

Upcoming Events

19 NOVEMBER 2015

Business After Hours

REGISTER NOW

Member Profile

Your Company Profile is 30%

UPDATE

The "Enhanced Listing" option is available for just \$50 per year. This feature includes adding your company logo, pictures, videos and extended descriptions. To sign up for this feature, please contact Shelly Vorhaben at [svorhaben@bransonchamber.com](mailto:svorhaben@bransonchamber.com) or (417) 243-2114.

Promote your Business

Refer a Business for Membership

Refer others to the Branson Lakes Area Chamber of

