



TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM



TEXAS FOREST TRAIL **PARTNER** BENEFITS & SERVICES

promoting heritage tourism, historic preservation
& economic development in East Texas since 2001

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Benefits Summary

JOIN US

The Texas Forest Trail Region (TFTR) is a 35-county area of east Texas. It is part of the 10-region Heritage Trails Program created by the Texas Historical Commission. TFTR supports economic development in our region through heritage tourism promotions, historic preservation initiatives, educational services and statewide marketing & advertising. The Forest Trail is an independent 501(c)(3) and is led by a regional board and an executive director. Partner memberships are available to individuals and organizations interested in furthering heritage preservation, tourism and economic development in east Texas.



PARTNER APPRECIATION

Our greatest strength is the mutually beneficial relationships we have developed with our expanding network of heritage tourism & economic development partners. Our benefits program offers online & public recognition; special member rates & discounts; a complimentary subscription to "The Medallion," the Texas Historical Commission magazine; and "Services Credits" to be used like cash towards Trail services, like workshop registration fees or brochure advertising.



RESOURCES & RESEARCH

Our extensive statewide relationships & industry assets expand the reach of our partners' budgets. We connect our partners to valuable heritage tourism & economic development resources, including state & regional travel statistics, and current marketing & interpretive trends as well as research opportunities, site assessments, student interns and high-quality regional photography.



EDUCATION & NETWORKING

We provide our partners and communities with in-person & online networking and educational opportunities, including heritage tourism & marketing workshops, webinars, online chats via our private Facebook Group, and additional training resources through our media lending library. Partners with media library benefits now have access to training videos from the renowned community development expert Roger Brooks via the "Roger Brooks Library." (\$540 value annually)



MARKETING & ADVERTISING

We use our marketing dollars to showcase the best of East Texas. We support heritage tourism in East Texas and promote our partners' sites, communities and events through statewide advertising campaigns, event brochures, contests, tradeshow appearances, and featured press & blog articles. We introduce our partners' content to new audiences, making their information available online and at the most popular tourist destinations across the state.



NEW MEDIA PROMOTIONS

We actively engage online travelers using Facebook, Flickr, Instagram, Twitter, Pinterest, Blogger, YouTube and Tumblr. We bring state & national attention to historic sites, preservation initiatives and regional attractions in East Texas. On average, our media posts reach 17,000 viewers and 1,500 active users weekly. We constantly analyze trends and methods for keeping our engagement high.



ADD-ON SERVICES

One size doesn't always fit all. We offer additional "Add-On" services tailored to fit your organization, including tourism, marketing & preservation assessments, secret shopping, hospitality education, advertising & social media consultations and professional graphic design. Contact us for more information or to propose something new.

Levels & Services

\$100 PIONEER

\$250 TRAVELER

\$500 EXPLORER

\$1000 NAVIGATOR

\$1500 TRAILBLAZER

PARTNER APPRECIATION

		\$0	\$25	\$50	\$100	\$225
Services Credit*	Cash credit added to your account after processing membership payment					
Recognition	TFTR window decal & Certificate of Partnership Recognition in Annual Report	✓	✓	✓	✓	✓
"The Medallion"	Complimentary subscription to the Texas Historical Commission magazine	✓	✓	✓	✓	✓
Member Discounts	Special member only rate for educational & marketing opportunities	✓	✓	✓	✓	✓
Appreciation +	Invitation and recognition at exclusive events for board & elite partner members					✓

RESOURCES & RESEARCH

		✓	✓	✓	✓	✓
Logo Use	Ability to use TFTR logo on website & marketing materials	✓	✓	✓	✓	✓
Internships	Opportunity for student intern placement from Stephen F. Austin State University	✓	✓	✓	✓	✓
Industry Research	Access to valuable hospitality and tourism related research		✓	✓	✓	✓
Partner Directory	Access to member names, email, web & physical addresses in xls & csv format			✓	✓	✓
Photo Contest	Opportunity to sponsor a Photo Contest Category and receive all eligible photos			✓	✓	✓
Photo Library	Access to regional photo database containing hundreds of - free to use - images				✓	✓
Resources +	Priority registration for research opportunities					✓

EDUCATION & NETWORKING

		✓	✓	✓	✓	✓
List Serve	Receive email communication & invitations to TFTR events & meetings	✓	✓	✓	✓	✓
Networking	Access to Heritage Trails Facebook Group & Networking Events	✓	✓	✓	✓	✓
Training	Invitations to attend "Tourism Toolkit" workshops, online training & webinars	✓	✓	✓	✓	✓
Media Library	Access to TFTR media library including training videos & how to documents		✓	✓	✓	✓
Workshops	Opportunity to host a "Tourism Toolkit" presentations for your community			✓	✓	✓
Education +	Priority registration for TFTR hosted workshops & web seminars				✓	✓

MARKETING & ADVERTISING

		✓	✓	✓	✓	✓
Representation	FREE regional representation at Trade Shows - min 3x a year	✓	✓	✓	✓	✓
Press	Feature in thematic and seasonal press releases & Blog as time & space permits	✓	✓	✓	✓	✓
Brochures & Ads	Opportunity to advertise in TFTR Brochures, Regional Driving Map, rack card, or ads	✓	✓	✓	✓	✓
Ad Lottery	Chance to win free ad space in lottery drawing for select marketing projects	✓	✓	✓	✓	✓
Trade Show +	FREE Display brochure at State Fair of Texas				✓	✓
Press +	Guaranteed inclusion in thematic and seasonal press releases & Blog				✓	✓
Brochures +	Priority placement and up to one additional line of text in event brochures					✓
Print +	Priority for inclusion in feature stories in Texas Monthly, Texas Highways, etc					✓

NEW MEDIA PROMOTIONS

		✓	✓	✓	✓	✓
Event Calendar	Opportunity to include events to the community calendar Events Page with photo	✓	✓	✓	✓	✓
Media Post	Event or community feature on social media sites & blog as time & space permit	✓	✓	✓	✓	✓
Web Listing	Name recognition and organization logo & links on website	✓	✓	✓	✓	✓
Featured Post	Guaranteed event or community feature on social media & Blog sites			✓	✓	✓
Online Contest	Opportunity to spotlight destination in an Online Contest			✓	✓	✓
Display Feature	Feature your site /community with description, photo & links on website			✓	✓	✓
Banner Ad	Feature image on Homepage - min 3 mo				✓	✓
Brochure Feature	Brochure feature on website - lead requests sent directly to partner email				✓	✓
Feature Story	Guaranteed feature in website itineraries & theme pages				✓	✓
Promotions +	Guaranteed feature for events and/or community on social media sites				✓	✓
Media +	Guaranteed feature in seasonal or thematic Timeline Cover on Facebook					✓
Website +	Priority inclusion in Google Advertising promoting your page or event on website					✓

THE VALUE OF PARTNERSHIP

The purpose of the Texas Forest Trail Partner Program is to generate a positive economic impact for our partners. Every dollar generated is used to support our region through heritage tourism promotions, historic preservation initiatives, marketing & advertising and educational services.

MARKETING & ADVERTISING - Our statewide marketing programs work to increase visitation to cultural and historic sites and bring needed dollars to our rural Texas communities.

RESOURCES & RESEARCH - Our participation in the Heritage Trails program and network of industry professionals helps the Forest Trail put our partners and their communities in touch with state resources and regional tourism advocates.

EDUCATION & NETWORKING - Our regional programming and online media library provides easily accessible educational opportunities, essential training tools and valuable consulting to our communities.

NEW MEDIA PROMOTIONS - Our new media marketing regularly engages an average of 17,000 viewers and 1,500 active users week- driving potential east Texas travelers to our partner sites.

“The annual photo contest is one of the most beneficial perks to our membership. We sponsored a category last year, and now we have access to over 40+ new images of our county to use in promotions. This one perk pays for our entire annual membership—we would never be able to get such quality photos for such a great price!”

Melissa Sanford -- Nacogdoches Convention & Visitors Bureau

“Our membership with the Texas Forest Trail Region is an invaluable partnership that allows us to stretch our tourism dollars through its marketing efforts, giving Athens added exposure and publicity.”

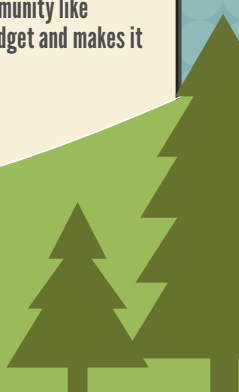
Sherri Skeeters -- City of Athens, Department of Tourism

“The Forest Trail is an essential resource in our tourism development and regional networking. Being a member of the TFTR has made it possible to reach a market previously unavailable to us. All this plus great workshops! We love Texas Forest Trail Region!”

Carolyn Teague -- The Mount Vernon Main Street Alliance

“The Forest Trail’s co-op advertising opportunities are extremely helpful to a small community like Shelby County. Our partnership with the Forest Trail helps us leverage our marketing budget and makes it easy and affordable for us to promote our community events to a statewide audience.”

Pam Phelps -- Shelby County Chamber of Commerce



BECOME A FOREST TRAIL PARTNER

CONTACT NAME: _____

ORGANIZATION NAME: _____

PHYSICAL ADDRESS: _____

EMAIL ADDRESS: _____

WEBSITE: _____

PHONE: _____

PARTNERSHIP LEVEL: SELECT ONE

{ } \$100 PIONEER { } \$250 TRAVELER { } \$500 EXPLORER { } \$1000 NAVIGATOR { } \$1500 TRAILBLAZER

PARTNERSHIP LEVELS

\$100 Pioneer – entry-level partnership provides basic benefits

\$250 Traveler – additional resources, educational offerings & media assistance

\$500 Explorer – midlevel partnership with increased access to resources, contests, toolkits & media

\$1000 Navigator – extensive access to resources, priority registration, enhanced tradeshow & media

\$1500 Trailblazer – exclusive opportunities, priority research projects & additional media & advertising

BENEFITS



PARTNER APPRECIATION



RESOURCES & RESEARCH



EDUCATION & NETWORKING



MARKETING & ADVERTISING



NEW MEDIA PROMOTIONS

VALUE



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