

SCTTA MEMBERSHIP BENEFITS

Industry members are the backbone of the South Central Tennessee Tourism Association (SCTTA) and the Experience Tennessee Brand. After all, our efforts as an organization are focused specifically on driving traffic to hospitality industry businesses. This impact is part of the key performance metrics that we monitor to gauge industry performances and design marketing plans and programs.

Benefits	Basic \$199	Standard <50k Visitors \$399	Standard >50k Visitors \$599	Silver \$599	Gold \$999	Platinum \$1999
Membership						
Nominate Representation on the SCTTA Board of Directors		~	~	~	~	~
New Member Welcome Letter	~	~	~	~	~	~
Experience Tennessee Scannable Door Cling		~	~	/	>	✓
Locked-In Price When Membership is Purchased (will never increase unless another membership level is purchased)		~	✓	✓	>	~
Qualified to Earn Annual Three-Star Excellence Award	~	✓	✓	/		~
Three-Star Verified Members (designated on Member listing page) are eligible for Three-Star Excellence Award	~	~	~	~	~	~
Two Tickets to Annual SCTTA Banquet (\$50 Value)		✓	✓	~	✓	✓
Marketing						
Stagnant Listing Page: Name, Category, Address, Phone, Website, Email, Hero Image	~					
Enhanced Page w/ Access: Name, Category, Address, Phone, Website, Email, Hero Image, Social Links/Page Links, Logo, Photo Gallery, Story Section w/photos and video, Hours of Operation		~	~	~	~	~
Profiles on Three Important Digital Tourism Tools: ExperienceTN.com Member Page, TNVacation.com Partner Page, and Tennessee River Valley Geotourism Listing Page		~	~	>	~	✓
Member Discounts on Marketing Materials w/ Mid TN Printing		✓	~			✓
Access and Rights to Use SCTTA Generated Content		✓	/	/	/	~
Member Preference for Regional Events Calendar		✓	~	~	>	~
Complimentary Businesss Referrals in Lynchburg Welcome Center		>	~	>	>	✓
Business Rack Card/Brochure Displayed in Lynchburg Welcome Center				<	>	\
500 Business Rack Cards (includes design and printing - \$200 value)						~
Half Page Ad in Seasonal Guide (\$200 value)					>	
Full Page Ad in Seasonal Guide (\$400 value)						~
Annual Ambassador Visit (includes one blog post w/photos)		✓	~	/		✓

Ambassador Presence (up to 4 events - photos/video featured on Experience TN social media) Single Geocache (\$350 value) Guaranteed Inclusion on Digital and Printed Brochures that pertain to your business (on next print run) Inclusion in "Best Of" Articles on Experience TN website Branding General Social Media Marketing Two Annual Social Shares One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer) Periodic Member Zoom Calls to Focus on Member Development							
Guaranteed Inclusion on Digital and Printed Brochures that pertain to your business (on next print run) Inclusion in "Best Of" Articles on Experience TN website Branding General Social Media Marketing Two Annual Social Shares One Annual Member Spotlight in Newsletter One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)	Ambassador Presence (up to 4 events - photos/video featured on Experience TN social media)						>
pertain to your business (on next print run) Inclusion in "Best Of" Articles on Experience TN website Branding General Social Media Marketing Two Annual Social Shares One Annual Member Spotlight in Newsletter One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Bi-Monthly SCTTA Newsletter (Industry & Consumer)	Single Geocache (\$350 value)						>
Branding General Social Media Marketing Two Annual Social Shares One Annual Member Spotlight in Newsletter One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Posts Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)					~	✓	>
General Social Media Marketing Two Annual Social Shares One Annual Member Spottight in Newsletter One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Posts Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)	Inclusion in "Best Of" Articles on Experience TN website	✓	✓	✓	✓	/	~
General Social Media Marketing Two Annual Social Shares One Annual Member Spottight in Newsletter One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Posts Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)							
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One Annual Member Spotlight in Newsletter One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Posts Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)	General Social Media Marketing	✓	✓	~	/	~	/
One Monthly Blog Post Featured on the ExperienceTN.com Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Posts Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)	Two Annual Social Shares		✓	✓	~	~	>
Blog (Submitted by Members) Annual Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team - \$125 Value) Two Annual Blog Posts Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Quarterly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team)	One Annual Member Spotlight in Newsletter		✓	~	/	~	>
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(Curated by SCTTA Team) Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)					/	~	>
Curated by SCTTA Team) Development Bi-Monthly SCTTA Newsletter (Industry & Consumer)						~	~
Bi-Monthly SCTTA Newsletter (Industry & Consumer)	Monthly Blog Post Featured on the ExperienceTN.com Blog (Curated by SCTTA Team)						
Bi-Monthly SCTTA Newsletter (Industry & Consumer)							
	Development						
Periodic Member Zoom Calls to Focus on Member Development	Bi-Monthly SCTTA Newsletter (Industry & Consumer)	/	✓	~	~	~	>
	Periodic Member Zoom Calls to Focus on Member Development		✓	~	✓	~	>
Member-Only Workshops Featuring Educational Opportunities, Industry Professionals, and Vendors		~	~	>	~	~	\
Grant Guidance and Assistance	Grant Guidance and Assistance		✓	✓	✓	✓	✓
Networking & Recognition	Networking & Recognition						
Exclusive Access to SCTTA Facebook Group		~	~	✓	~	~	/
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