



Dear Georgia Tourism Partners:

ABA promises to be an exciting year for Georgia in 2009! The State of Georgia will again participate as a sponsor for the American Bus Association Marketplace in Charlotte, North Carolina in January. This sponsorship provides us with a booth on the marketplace floor where we will maximize our exposure into this market to all buyers who are present and give the state more opportunity to sell our product at the marketplace.

We will be working with a Movies, Music and Muchies theme to increase Georgia's exposure in the marketplace. The booth will be set up and managed for six days. During these days, we will distribute our collateral as well as the movie and music themed itineraries and giveaways that celebrate Georgia.

As with most endeavors, this cannot be possible without your help and support. To make this a huge success, we are asking for co-sponsorship through either monetary or food donations of Georgia product to be distributed at the booth. As a sponsor, your company is afforded a unique opportunity to highlight your Georgia product to thousands of tourism professionals at this ABA conference.

The State would like to offer you the opportunity to help sponsor the booth at a level of \$350 or \$650. Your sponsorship will help subsidize the cost of set up, shipping, handling, and maintenance of the Georgia booth and will include:

**Kudzu Sponsorship (\$350)**

- signage at the show
- your profiles/itineraries will be prominently displayed at the booth

**Peach Sponsorship (\$650)**

- All of the above Kudzu Sponsorship benefits
- Inclusion in a direct mail piece designed and mailed by GDEcD as post follow up marketing from the show

**Product sponsorship, you will receive:**

(The quantity needed is 500+ packaged portions, 2oz. weight.)

- signage at the show
- your profiles/itineraries prominently displayed at the booth, if available
- inclusion in a direct mail piece designed and mailed by GDEcD as post follow up marketing from the show

This is an excellent opportunity for Attractions, CVB's and Travel Associations alike and especially for those who cannot attend this show. Last year's booth was a success and we want to continue this success. I hope that you will be able to take part in this great opportunity.

If you would like to be a sponsor, please submit your logo electronically in EPS, PDF or JPEG format and your sponsorship confirmation by October 1, 2008 to [kbaasen@georgia.org](mailto:kbaasen@georgia.org). Let's work together as a team to make sure that everyone who attends ABA not only remembers the great taste of Georgia products but also the great places to see when they visit Georgia!

If you have any questions or need any clarification on this opportunity, please feel free to contact me at 404-962-4080, or [kbaasen@georgia.org](mailto:kbaasen@georgia.org). Thank you.

Sincerely,

Katie Baasen  
Senior Sales Manager  
Georgia Department of Economic Development  
Tourism Division