



Dear Georgia Tourism Partners:

National Tour Association promises to be an exciting show for Georgia in 2008! The State of Georgia will again participate as a sponsor for the National Tour Association Marketplace in Pittsburgh, PA in November. This sponsorship provides us with a booth on the marketplace floor where we will maximize our exposure into this market to all those who are present and give the state more opportunity to sell our product at the marketplace.

NTA is comprised of nearly 4,000 tourism professionals, actively involved in the growth and development of the packaged travel industry. NTA membership includes individuals from 28 countries who are committed to providing business opportunities and knowledge to its membership base, while offering a collaborative, caring environment in which to build relationships.

We are planning to give the National Tour Association members and attendees Movies, Music and Munchies of Georgia. The booth will be set up and managed for five days. During these days, we will distribute our collateral as well as information regarding the rich music history of Georgia and the sites you can see on the big screen. And we cannot forget the food – we will also have snacks those of us in Georgia are fortunate to have close at hand.

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 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 hundreds of tourism professionals at this NTA conference.

The State would like to offer you the opportunity to help sponsor the booth at a level of \$500 or \$750. Your sponsorship will help subsidize the cost of set up, shipping, handling, and maintenance of the Georgia booth and will include:

Kudzu Sponsorship (\$500)

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

Peach Sponsorship (\$750)

- All of the above Silver 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. Last year's booth was a success and we want to build on its momentum. 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. Let's work together as a team to make sure that everyone who attends NTA 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. Thank you.

Sincerely,

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