



Dear Georgia Tourism Partners:

The Georgia Tourism Division of GDEcD will again be participating as sponsors for the National Tour Association Annual Marketplace and the American Bus Association Annual Marketplace. 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.

We are planning to give the NTA and ABA members and attendees a Civil War-Sesquicentennial Commemoration theme for this year's booth. The booth will be set up and managed by GDEcD staff during these days, and we will distribute our collateral as well as the Sesquicentennial and Civil War itineraries and giveaways celebrating Georgia's role during this part of American history.

To make this a huge success, we are asking for co-sponsorship through monetary donations. As a sponsor, your company is afforded a unique opportunity to highlight your Georgia product to hundreds of tourism professionals at these NTA and ABA conferences. Your sponsorship will help subsidize the cost of set up, shipping, handling, and maintenance of the Georgia booth and will include:

Kudzu Sponsorship (NTA: \$500) (ABA: \$350)

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

Peach Sponsorship (NTA: \$750) (ABA: \$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

This is an excellent opportunity for Attractions, CVB's and Travel Associations alike. We have participated in this program for the past three years and we want to build on its momentum of success. I hope 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 (along with which show) by **October 1, 2009** to kbaasen@georgia.org. Let's work together as a team to make sure that everyone who attends NTA and ABA remembers 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.

Katie Baasen
Senior Sales Manager