

TEXAS FORTS TRAIL REGION
2017 TROOPER PARTNER PROGRAM LEVELS AND BENEFITS

Benefits by Category	General \$5,000	Colonel \$2,500	Major \$1,000	Lieutenant \$500	Sergeant \$250	Corporal \$100
TX Forts Trail Region Web Site (by pages)						
<i>Home</i> Photo in Slider	Yes, 4/year	Yes, 2/year	Yes, 1/year	As space permits	As space permits	
<i>Calendar</i> Events Listings w/photo	✓	✓	✓	✓	✓	✓
<i>Partner Name/Link to Your website</i>	✓	✓	✓	✓	✓	✓
Texas Forts Trail Region Social Media						
Promoted Facebook Post (paid by Forts Trail)	Yes, 4/year	Yes, 2/year	Yes, 1/year			
Facebook and Twitter postings	✓	✓	✓	✓	✓	✓
Printed Promotions Participation						
Co-Op Ads (TX Hwys; Ride TX; TravelHost)	Yes, 25% discount	Yes, 15% discount	Yes, 10% discount	✓	✓	✓
Other Announced projects	Yes, w/discount	Yes, w/discount	Yes, w/discount	✓	✓	✓
Traveler Outreach Participation						
McAllen International Travel Show	Free representation at 4 shows	Free representation at 2 shows; Others at 75% discount	Yes, w/50% discount	Yes, w/25% Discount	Eligible to participate at open rate	Eligible to participate at open rate
Houston Travel Show						
Fort Worth Travel Show						
TTIA Travel Fair						
Frontier Forts Days - Ft Worth						
State Fair of Texas	✓	✓	✓	✓	✓	
Networking & Education						
Access to Forts Trail Lending Library including photos, videos and how-to documents	✓	✓	✓	✓		
Media Campaigns						
Partnership Announcement (by 3/1/2017)	✓	✓	✓	✓	✓	✓
Special Events in Seasonal News Releases	Priority Description	Highlight	Included	Included	Included	
Add on Packages Eligibility						
Hospitality Training / Board Orientation						
Brochure Design Consultation	✓	✓	✓	✓	✓	Available at open rate
Social Media Training and/or Assistance						
Appreciation						
Texas Forts Trail Region window decal	✓	✓	✓	✓	✓	✓
Certificate of Partnership	✓	✓	✓	✓	✓	✓
Subscription to the "Medallion" magazine	✓	✓	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓	✓	✓
Invitation to Forts Trail events & meetings	✓	✓	✓	✓	✓	✓
Periodic updates from Forts Trail	✓	✓	✓	✓	✓	✓
Access to Texas Forts Trail Region logo on web site and marketing materials	✓	✓	✓	✓	✓	✓