



Co-Op Architecture

November, 2015

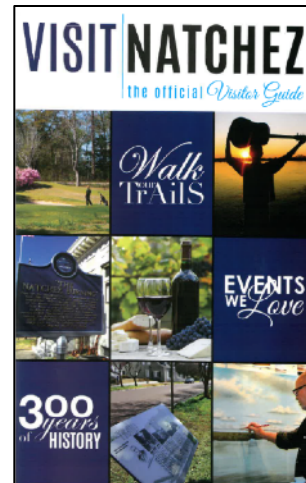
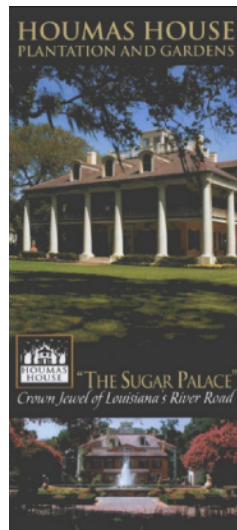
What is Co-Op Architecture?

The Cooperative Marketing Program is an opportunity to cross-promote your affinity compatible attractions without the risk of out-of-pocket expense. We will introduce your visitors to nearby attractions within a 3-hour drive radius, and we will ask those attractions to do the same. It is that simple, and the benefits are tremendous.



Benefits for Co-Op Partners

- Ads in playbills/programs and the Natchez Guide Book
- Link from website and inclusion in the cyclical email blasts
- Brochure distribution at various attractions
- Limited access to our customer database
- Opportunity to participate in events (info booth)
- Ads on Natchez Attractions Map
- Ticket Exchange (free tickets for your subscribers and annual members)

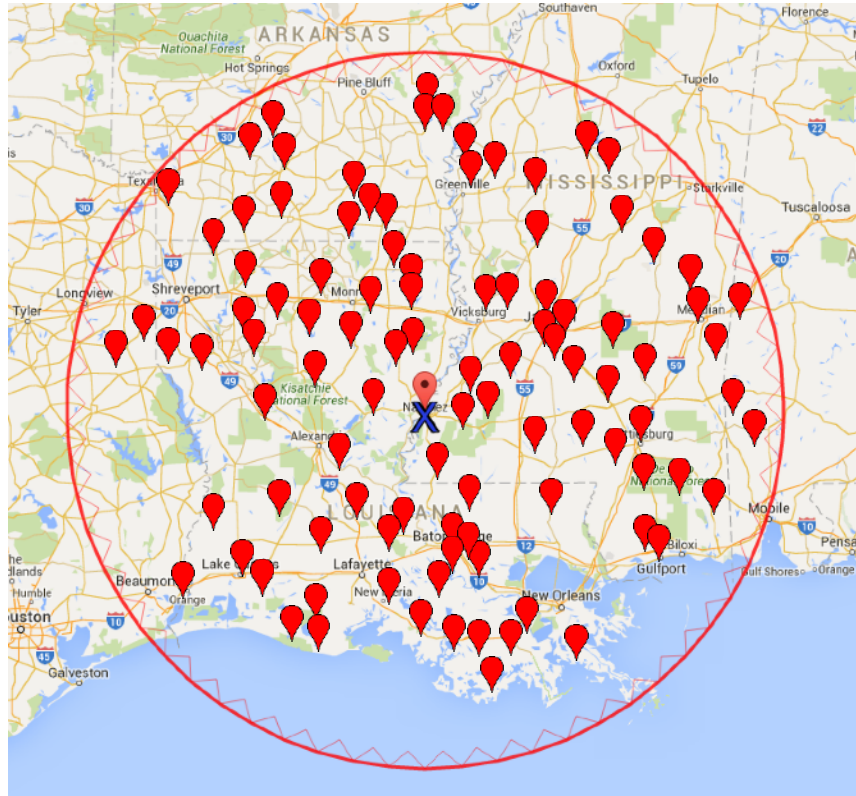


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Benefits for Natchez

We identified 131 attractions in a 3-hour drive radius fitting Natchez affinity profiles with 73 of the attractions having packaging capabilities.

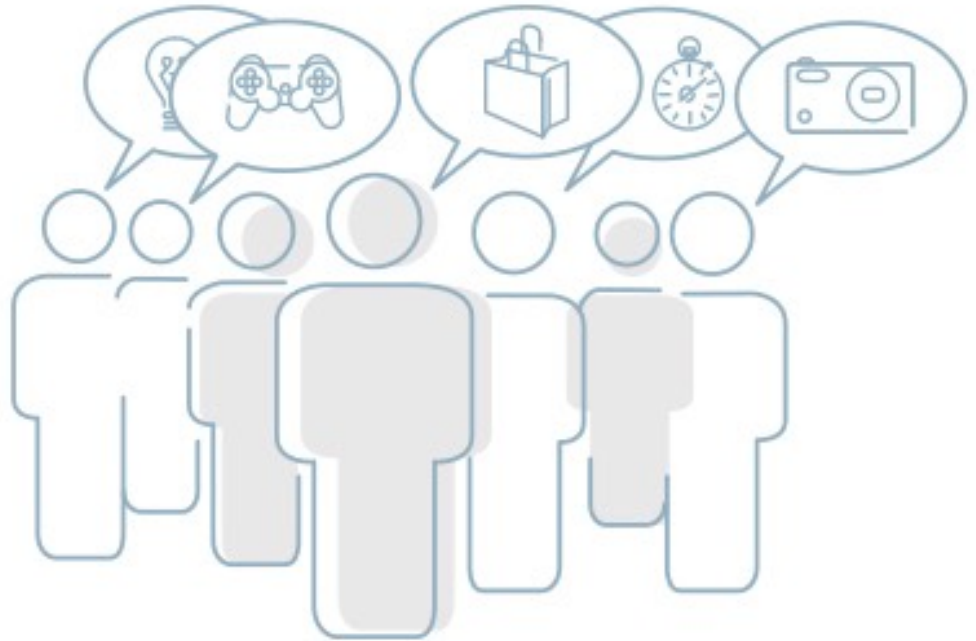


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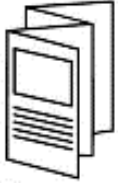
Affinity Target Groups

-  **Cultural Travelers**
-  **Agritourism**
-  **Weddings**
-  **Music Travelers**
-  **Food/Wine**
-  **International Travelers**
-  **Motorcycle Enthusiasts**
-  **Religious Travelers**
-  **Ecotourism**
-  **Adventurer**





Ads in booklets, programs, playbooks



Ads in brochures and distribution of brochures



Links and ads on websites, social media, etc.



Publications



eNewsletter





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VISIT
Natchez



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VISIT *Natchez*



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A black and white photograph of a museum hallway. The floor is covered with several zebra skins laid out in a row, leading towards a circular display case in the distance. The walls are lined with framed exhibits.

**"Growth is never by mere chance;
it is the result of
forces working together."**

-James Cash Penney



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