

Visit High Point

Regional Visitors Center Sponsorship Opportunities

Visit High Point's mission is to position High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision within this mission is to leverage High Point's reputation as the "Home Furnishings Capital of the World!"™ and the home of a world-class university to further the evolution of High Point as a unique destination. With the help of our newly adapted 10-year strategic plan, we are committed to making our city a year-round destination that will attract visitors and that locals will be proud to promote.

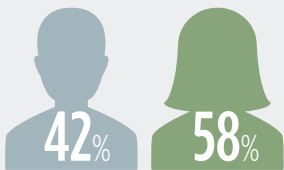
Located near High Point's downtown, the Regional Visitors Center has been strategically designed to excite, inspire and educate visitors about all our city has to offer. Featuring state-of-the-art displays and technology, it allows local businesses and regional attractions the opportunity to present beautiful vignettes, videos, interactive directories and more to draw visitors to their business.

Why Be a Sponsor?

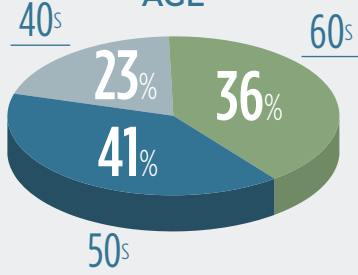
As a sponsor, your investment is a direct contribution to our city's growth via the DRIVE High Point Foundation. DRIVE High Point's Destination Development Fund will use sponsorship funds to award grants to local organizations with focus on impactful projects that coincide with our strategic plan's initiatives. So, whether you have a business, event or product to promote or simply want to support High Point's growth, your contributions will be reinvested directly into our city to attract new assets, events, businesses and visitors.

Who Visits the Regional Visitors Center?

GENDER



AGE



Why are They Coming to the Regional Visitors Center?

52% of visitors come for information on furniture shopping

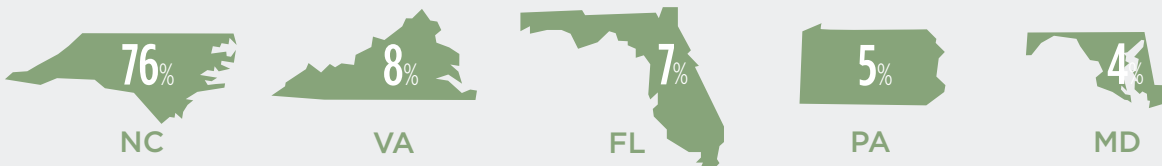
30% are looking for general information on High Point

10% are looking for things to do

6% come for relocation information

2% come to visit High Point University

Where are They Coming From?



Regional Visitor Center Statistics

(FY 2018-2019)


7,929
Total Walk-Ins


12,628
Total Inquiries


11,445
Furniture Mailed Responses


272,123
Webpage Views


2,730
Retire NC Leads

Sponsorship Levels

We offer 12 levels of annual sponsorship opportunities, all of which include the following unless otherwise noted:

- Social media takeover, promoting your business or event
- Discount on any advertising opportunities within the Visit High Point publications, website or monitor within the Regional Visitors Center (amount varies)
- Included in all Direct Mailings, including, but not limited to Designers, Furniture Shoppers, Relocation and General Information requests
- An invitation to the Drive High Point Reception honoring grant recipients' award projects and the Annual Meeting to learn about destination development updates

○ Platinum \$10,000/year

- Wall of Distinction, 24" x 36" board, back lighted to feature your logo and ad
- Kiosk Idle Page and Secondary Page to display sponsor story
- Inclusion on the Large Static Map Prominently Displayed in the Regional Visitors Center
- 20 High Point Rockers Baseball Vouchers
- 75% discount on any Visit High Point advertising opportunities

○ Gold \$5,000/year

- Wall of Distinction, 24" x 36" board, back lighted to feature your logo and ad
- Inclusion on the Large Static Map Prominently Displayed in the Regional Visitors Center
- 16 High Point Rockers Baseball Vouchers
- 50% discount on any Visit High Point advertising opportunities

○ Silver \$4,000/year

- Wall of Distinction, 22" x 28" board, back lighted to feature your logo and ad
- Inclusion on the Large Static Map Prominently Displayed in the Regional Visitors Center
- 12 High Point Rockers Baseball Vouchers
- 25% discount on any Visit High Point advertising opportunities

○ Copper \$2,500/year

- Wall of Distinction, 22" x 28" back lighted to feature your logo and ad on a board featuring 2 companies
- Inclusion on the Large Static Map Prominently Displayed in the Regional Visitors Center
- 8 High Point Rockers Baseball Vouchers
- 15% discount on any Visit High Point advertising opportunities

○ Bronze \$1,000/year

- Wall of Distinction, 22" x 28" back lighted to feature your logo and ad on a board featuring 4 companies
- Inclusion on the Large Static Map Prominently Displayed in the Regional Visitors Center
- 4 High Point Rockers Baseball Vouchers
- 10% discount on any Visit High Point advertising opportunities

○ Partner \$1,000/year (Arts & Attractions)

- Featured in the Attractions Gallery with imagery and logo 30" x 30
- Inclusion on the website
- 4 High Point Rockers Baseball Vouchers
- 10% discount on any Visit High Point advertising opportunities

○ Stand Alone \$2,500/year

- Featured within the Regional Visitors Center with imagery and logo 55" w x 25"
- 8 High Point Rockers Baseball Vouchers
- 15% discount on any Visit High Point advertising opportunities

○ Stand Alone \$1,000/year

- Featured at Entryway to Offices across from Attractions Gallery with imagery and logo 20" w x 30"
- 4 High Point Rockers Baseball Vouchers

○ Interior Designer Services Gallery \$1,000/year

- Featured within the Interior Designer Gallery with imagery and logo and/or ad related to Interior Designer Services 22" w x 16"
- 4 High Point Rockers Baseball Vouchers

○ Musicians Gallery \$5,000/year

- Name recognition with plaque under artwork of musicians
- 16 High Point Rockers Baseball Vouchers
- 50% discount on any Visit High Point advertising opportunities

○ Showroom & Retail Furniture Gallery \$500 or \$1,000/year

- Featured in the Furniture Showroom and Retail Gallery with imagery and logo- 12" x 12" / 12" x 25"
- Inclusion on the website, in the Destination Guide and on the kiosk

○ Shop, Eat & Enjoy Local Gallery \$500/year

- Featured in the Furniture Showroom and Retail Gallery- 12" x 12"
- Inclusion on the website, in the Destination Guide and on the kiosk

Please see us to customize a package to meet your needs.

Will you help us develop High Point as a premier destination for visitors to experience as well as a community that locals will be proud to promote?

1634 North Main Street
Suite 102
High Point, NC 27262

336.884.5255
www.visithighpoint.com

Accepted by _____ Date _____ Company _____

Mailing Address _____

Phone _____ Email _____ Email for Artwork _____

Email to Send Invoice _____ Term Date _____ Sponsor Level _____