

# Why Join the Texas Pecos Trail Region?

To further develop your community's heritage tourism and increase visitor spending in your community.

PLUS, these great benefits:

## Texas Pecos Trail Region Partner Benefits

### Travel Guides

The Texas Pecos Trail Region Travel Guide is a highly-requested guide to heritage travel in the region and features a map, each community in the region, and stories that bring the region's charm to life. It's distributed to statewide Texas Travel Information Centers, regional chambers and visitor centers, businesses and travelers. Our travel guide is promoted at statewide travel shows and regional festivals. The guide is featured on [TexasPecosTrail.com](http://TexasPecosTrail.com), [thc.texas.gov](http://thc.texas.gov), [texasimetravel.com](http://texasimetravel.com), and [TourTexas.com](http://TourTexas.com).



### Pecos Trail Partners Events

A series of bi-monthly presentations on the best practices, case studies, specific skills and networking with regional and state experts. These presentations are in conjunction with the Texas Pecos Trail board meetings. Board meetings are open to the public and are a great place to network with others interested in heritage tourism.

### Help support tourism to your

- >> Museums and historic sites
- >> County court houses and historic downtowns
- >> State Parks and outdoor recreation destinations
- >> Heritage and cultural events, local festivals, and regional fairs

### Become a Texas Pecos Trail Region Partner

and take advantage of these benefits, further develop your community's heritage tourism, and increase visitor spending in your community!

Your donation is greatly appreciated!



## TEXAS PECOS TRAIL REGION

P.O. Box 7045

Midland, Texas 79708

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Fax: (432) 262-1922

[info@texaspecostrail.com](mailto:info@texaspecostrail.com)

[www.texaspecostrail.com](http://www.texaspecostrail.com)

# TEXAS PECOS TRAIL REGION

## PARTNERSHIP PROGRAM

Promoting the heritage tourism of our richly diverse West Texas!



Serving 22 Counties

TEXAS HISTORICAL COMMISSION  
TEXAS HERITAGE TRAILS PROGRAM

# Annual Texas Pecos Trail Region Partner Application

**Yes! I want to become a Texas Pecos Trail Region Partner to take advantage of these benefits, to further develop our community's heritage tourism, and increase visitor spending in my community!**

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Please Check One:

- Chamber/CVB/EDC: \$250
- Cities: \$250
- Counties: \$250
- County Historical Commissions and Historical Societies: \$100
- Museums, Sites and Attractions, Main Streets, Arts Councils: \$100
- Businesses or Other: \$100
- Individuals: \$50

### Mail Check To:

Texas Pecos Trail Region  
P.O. Box 7045  
Midland, TX 79708

**Your donation is greatly appreciated!**

The Texas Pecos Trail Region is a non-profit 501(c)(3) organization

## Exposure at Travel Shows and Special Events

The Texas Pecos Trail promotes partners at statewide travel shows and high-traffic regional events. We offer travelers the opportunity to experience a wide variety of sites and attractions within our region. As a partner, you will be promoted and given the opportunity to participate in at least 3 to 4 travel shows in a year, plus the Texas State Fair.

**In 2016, more than 7,500 travelers visited the Heritage Trails booth at the Texas State Fair!**



## Assistance with Heritage Tourism Development

The Texas Pecos Trail offers small grants, hospitality training, speaking engagements, networking at Partner Events, marketing assistance, and other avenues for developing your heritage tourism attractions, programs, and events. We are here as a resource to help you **increase visitor spending in your community.**

**In 2016, the Texas Pecos Trail granted \$3,000 in grants back to our community partners!**

## Website and Social Media

TexasPecosTrail.com is an informative and interactive website with calendar of events, city and attraction pages with links from our site to yours, brochures, compelling stories, and themed itineraries. The Pecos Trail Region maintains a consistent presence on Facebook and Twitter, promoting special events and stories happening throughout the region.



1,842 Likes



753 Followers



## Additional Benefits

- >> Co-op advertising opportunities.
- >> Monthly e-newsletter with news items, travel itineraries, calendar of events, funding opportunities, and more.
- >> Invitations to participate in travel shows and other TPTR programs.
- >> Use of the Texas Pecos Trail Region logo on your website and publications.
- >> Assistance with developing website, brochure, and other marketing strategies.
- >> Promotion of sites and attractions in various media outlets as they come available.
- >> Liaison to the Texas Historical Commission.
- >> Grass-roots organization working with the Texas Historical Commission to promote heritage tourism in our region.

## Gifts and Discounts to Members

- >> Acknowledgment of membership on Pecos Trail website with active link to your website.
- >> Membership certificate.
- >> Discounts for travel show participation.
- >> Discounts for hospitality training.



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