

2025 Walker Rocks - Marketing Budget			
	Project	Itemized	Cost
Marketing	Encore w/Itinerary Focus		\$14,000
Marketing	Google Paid Search Management		\$12,000
Marketing	Google Ad Buys - Paid Search & Display		\$20,000
Sponsorship	LaFayette		\$15,000
		Honeybee Festival	10,000
		Cycle Kits Honeybee Bike Ride	2,000
		Other	3,000
Sponsorship	Rossville		\$15,000
Sponsorship	Chickamauga		\$15,000
Sponsorship	City of Lookout Events		\$15,000
Marketing	Walker County Events Applications		\$5,000
Marketing	Promotional Items		\$20,000
Sponsorship	Adventure Acres Opening Event Sponsorship		\$5,000
Marketing	Adventure Acres Swing Panels		\$2,500
Marketing	Adventure Acres Entry/Exit Signage		\$30,500
Marketing	Walker Rocks Park Trail Signage (Trail around Civic Center)		\$10,000
Marketing	Battlefield Connector Trail Wayfinding Signage & Promotion		\$10,000
Marketing	Content Creators/Influencers		\$25,000
		Hope Maum	\$4,000
		WebbChatts	\$1,000
		Other	\$20,000
Sponsorship	Lula Lake Sponsorships (All Events)		\$5,000
Sponsorship	Cove Trail Race		\$1,000
Marketing	Getaway Giveaway		\$3,000
Marketing	Campaign Creation - Itinerary		\$5,000
Marketing	Mural #3 - Chickamauga		\$25,000
Sponsorship	Cove Event Sponsorships (\$1k per event)		\$5,000
Sponsorship	Movies at the Cove		\$1,000
Marketing	Photography & Videography Inventory - Small Business/Contractor/Ambassadors		\$15,000
Sponsorship	Green Eyes Festival		\$2,000
Marketing	Agritourism (Georgiagrown.com)		\$15,000
Sponsorship	Cove Sponsorship - Movies		\$1,000
Administration	Trademarking of Walker Rocks		\$1,750
Sponsorship	Chickamauga Marathon		\$1,000
Marketing	Creator Retreat		\$20,000
Travel/Conference	Tourism Conferences (Georgia, Tennessee, etc.)		\$11,000
Sponsorship	African American Museum		\$1,000
Marketing	Matching Grant for Advertising Projects (60 days out)		\$19,000
Travel/Marketing	Media Tour New Tourism Specialist		\$2,000
Marketing	Explore Georgia Social Posting		\$1,000
Marketing	Social Media Management		\$23,000
Marketing	Miscellaneous Items (Under \$1000)		\$5,000
		Total	\$376,750