

Established
1966

Southwest Oklahoma's
GREAT PLAINS
Country

Published
1967



Business Partner Benefits

For 60 years, partnerships like yours have helped guide travelers to the backroads, main streets, and wide-open spaces of Southwest Oklahoma...Where the road leads to adventure!

Who We Are — Great Plains Country is a regional nonprofit working to promote and support the communities, businesses, attractions, events and experiences across our 14-county Southwest Oklahoma region.

What We Do — Our Mission Statement explains it best: “Extending aid to, promoting, sponsoring, encouraging, and financing projects that will result in the economic growth of Southwestern Oklahoma by means of educating the public to programs of tourism, recreational, beautification, and cultural development.”

Tourism Is Economic Development — When visitors spend money in Southwest Oklahoma, those dollars don't stop at the hotel, restaurant, gas station or attraction. Visitor spending supports local businesses and generates sales and lodging tax revenue that helps support community services and improvements throughout our region.

How We Do It — Through regional partnerships, storytelling, travel promotion, publications, digital marketing, trade shows, events and collaboration. Great Plains Country works to bring visitors into Southwest Oklahoma—and help keep them here longer.

Why Become a Partner — Partnership gives your business or organization a place in that regional effort while connecting you to Great Plains Country's publications, digital promotion, industry resources, networking opportunities and programs throughout the year.



From the Printing Press

More eyes on your business, plain and simple.

- Free basic listing in travel guide on your county page & category (alphabetical order)
- Preferred ad placement in the annual travel guide
- Discounted ad rates
- Listing upgrade opportunities
- Submit articles & photos (with credit!)

More than a listing—it's a chance to help your business become part of the Southwest Oklahoma Great Plains Country story.

On the Map

Put your business in front of travelers across Oklahoma and beyond.

- One free map listing + location dot
- Itinerary and trail opportunities
- Additional map placements and features will continue to be added as the guide expands.

Out on the Trail

We take your business on the road.

- Rack card distribution across SWOK
- Your business featured through our travel guide at major regional & national shows
- Partner-only booth & co-op brochure opportunities

(Just have your materials ready when we come through your area!)

Not the Pony Express

Let us help folks find you.

- Unlimited e-newsletter event, promotion & news submissions
- Free basic listing on our website on your county page & category (alphabetical order)
- Discounted website advertising
- We'll share your posts—free of charge just shoot us a link

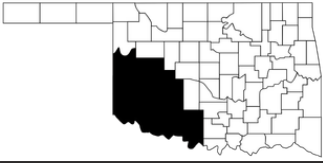
Open Range Opportunities

Save money while expanding your reach.

Discount opportunities on:

- Oklahoma Travel Guide
- Route 66 Guide
- Co-op marketing opportunities
- And access to state-led promotions

Let's bring more folks through your doors!



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Business Partner Benefits

Let's Grow Tourism Together

We're here to help you bring more folks through your doors—and keep 'em coming back!

Stay Ahead of the Herd

Get the latest in tourism, travel trends, and opportunities across Oklahoma.

- Newsletters with industry updates & opportunities
- Invitations to networking events across the state
- Build real relationships with fellow tourism partners
- Learn what's working (and what's not) in travel marketing

Pull Up a Chair and Join Us

Our Annual Southwest Oklahoma Legislative Luncheon, Tourism Conference, Meeting & Awards bring partners and tourism leaders together for a full day of learning, networking and celebrating Southwest Oklahoma tourism—this is where the stories get told and connections get made.

- Hear from guest speakers across the tourism industry
- Connect with mentors and fellow professionals
- Celebrate the best in Southwest Oklahoma tourism
- Annual writing & photography awards

Partners receive one complimentary admission to the annual event; additional tickets: \$50

Next Annual Meeting: April 2027

Questions? We're here to help

Reach out anytime.

- Sandra Harrison-Oliver, Executive Director
- 580-483-5001
- gpc@greatplainscountry.com

Proudly Serving 14 Counties Across Southwest Oklahoma

Beckham
Comanche
Custer
Harmon
Jefferson
Roger Mills
Tillman

Caddo
Cotton
Greer
Jackson
Kiowa
Stephens
Washita



Be a Pioneer!

Don't just join—be part of it.

- Submit articles for the newsletters
- Serve on a board or committee
- Help manage social media
- Host a meeting or event
- Grab a 5-minute spotlight to tell folks about your business at select meetings (spots are limited)
- Enter photo & writing contests

More Than a Wagon Team

We make sure your voice carries across Oklahoma.

GPCA connects you with:

- Oklahoma Lakes & Countries Association (OLCA)
- Oklahoma Travel Industry Association
- Oklahoma Historical Society
- Oklahoma Museum Association
- And more

We also work directly with the Oklahoma Tourism & Recreation Department on your behalf.



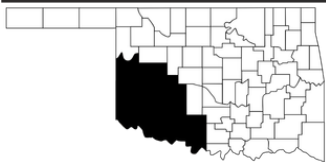
Oklahoma
Historical
Society



OKLAHOMA TRAVEL
INDUSTRY ASSOCIATION

Partner Details

- Partnership lasts 1 year from sign-up
- Benefits remain active through that period
- Listings removed 30 days after expiration



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Business Partner Application Let's Get You On the Map!

Enter your business information as you'd like it to appear in the Travel Guide and on our website.

Check the boxes for what you'd like included in your listing.

☐ Business / Organization Name _____

☐ Physical Address _____ City _____ State ____ Zip _____

If GPS directions don't guide visitors to the exact location, please email us the longitude and latitude for our interactive maps.

☐ Mailing Address _____ City _____ State ____ Zip _____

☐ Email Address _____ ☐ Phone _____

☐ Website _____

☐ Contact Name _____ Cell Phone _____

Billing Information (if different from above)

Billing Business Name _____

Mailing Address _____ City _____ State ____ Zip _____

Email Address _____ Phone _____

Contact Name _____ Cell Phone _____

Partnership Type

- ☐ New Partnership
- ☐ Previous Partner, number of years _____

Business Partner

- | | |
|---|-----------------|
| ☐ Merchant (1-5 employees) | \$150.00 / year |
| ☐ Boomtown (6-50 employees) | \$250.00 / year |
| ☐ Proprietor (>50 employees) | \$500.00 / year |

Benevolent Society - Non-profit

- ☐ \$125.00 / year

Civic League - Chamber / CVB / Main Street

Umbrella Organizations based on gross revenue

- | | |
|---|-----------------|
| ☐ League 1 (Less than \$100,000) | \$150.00 / year |
| ☐ League 2 (\$100,000-\$300,000) | \$250.00 / year |
| ☐ League 3 (>\$300,000) | \$500.00 / year |

Signature _____

Authorizations

- ☐ Yes! GPCA may publish my business information for promotional purposes.
- ☐ Yes! GPCA may use photos, videos, or recordings of my business for promotion.

Affiliate Discount

- ☐ This application is for an affiliate, secondary or partner who falls under a parent partnership and it qualifies for the 50% discount. Parent Partner: _____

Friends of the Plains – \$30/year

For folks who love this land and want to stay connected.

Whether you're a local, frequent visitor, or simply want to stay connected to what's going on in Southwest Oklahoma, Friends of the Plains helps keep you connected and part of the story. This partnership does not include listings or advertising.

We'd love to have you join us—reach out for details.

Date _____

PAYMENT METHOD: ☐ Check ☐ Email Invoice ☐ Sign me up for monthly invoicing

☐ Yes, please automatically send me a renewal invoice each year to continue my support for Southwest Oklahoma tourism.

Thank you for supporting tourism in Southwest Oklahoma—we appreciate you!

If you have any questions, please do not hesitate to contact us.

Sandra Harrison - Oliver, Executive Director

580-483-5001

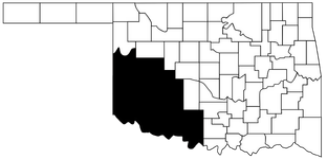
gpc@greatplainscountry.com

Make checks payable to: Great Plains Country Association

1503 1/2 SW H Avenue

Lawton, OK 73501

www.greatplainscountry.com



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Enhance Your Visibility

Listing Upgrades & Features

Spotlight Feature Photo - \$100 each

Add a featured photo to your listing

- Available for County, Event or Category map pages
- Includes location name under photo
- Also available on digital-only Category maps

Enhanced Listing - \$50 per listing \$150 for all applicable placements

Adds address, phone and website to your listing

- Applies to your Free Basic Partnership listing
- Includes all Event and Category map placements
- Also available on digital-only Category maps

Expanded Visibility Listing- \$50 per listing \$150 for unlimited applicable placements

Adds listings across additional Events, Categories, and applicable pages

- Also available on digital-only Category maps
- *Listings must fit the Category*

Expanded Visibility Listing + Enhanced Listing - \$80 per listing \$240 for all applicable placements

— includes unlimited expanded listings

- Adds address, phone, and website to your listing
- Adds listings across additional Events, Categories, and applicable pages
- Includes all Event and Category map placements
- Also available on digital-only Category maps
- *Listings must fit the Category*

QR Code Feature - \$50 per listing \$150 for all applicable placements

Add a scannable QR code for direct customer engagement

- Includes all applicable Event and Category map placements
- Also available on digital-only Category maps

**Interested in an ad or
article written about your
business? See our full
Media Kit or contact us!**

Spotlight Featured Photo
On County or Event pages
Enhance your listing with a featured
image — no ad required

Premium Placement Advertisers
Includes enhanced listing + featured
placement (star) with ad purchase,
(see page 6)

Standard Placement Advertisers
Includes enhanced listing with ad
purchase (see page 6)

Enhanced Listing - Upgrade your
listing — no ad required

QR Code Listing - Add a scannable QR
code for instant customer engagement

Free Basic Partnership Listing (see page 2)

Eats & Drinks Example Listing

Stroll & explore numerous shops
along historic Route 66.



★ Oklahoma Route 66 Diner

1234 Route 66
Route 66, OK 12345
123-456-7890
okroute66diner.com

• Oklahoma Route 66 Diner

1234 Route 66
Route 66, OK 12345
123-456-7890
okroute66diner.com

• Oklahoma Route 66 Diner

1234 Route 66
Route 66, OK 12345
123-456-7890
okroute66diner.com

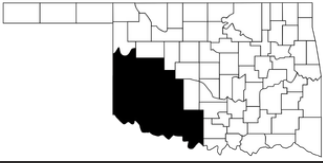
• Oklahoma Route 66 Diner



• Oklahoma Route 66 Diner

**Additional map placements and features will
continue to be added as the guide grows.**

**Need an ad designed?
Our design team can build your ad for you for just \$200!**



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Take Your City, Event or Location Beyond Southwest Oklahoma

Great Plains Country Flow-Through Program

Already producing a travel guide, brochure or other tourism publication? We may be able to help you take it farther.

Great Plains Country's Flow-Through Program allows qualifying tourism and recreation publications produced by our regional partners to be included as documented Southwest Oklahoma tourism promotional expenditures through the Oklahoma Tourism & Recreation Department.

What Does It Cost?

Nothing beyond the expenses you're already paying. There is no additional cost to participate. Great Plains Country does not add a fee or receive a commission, and the program does not provide a discount or reimbursement toward publication expenses.

How Does It Work?

Your publication must follow Oklahoma Tourism & Recreation Department requirements for logo placement, acknowledgement and tourism information. Qualifying graphic design, printing and distribution expenses are billed through Great Plains Country. Your organization pays Great Plains Country the exact amount of those expenses, and Great Plains Country pays the vendors and submits the required documentation and publication copies to OTRD.

Why Participate?

- Eligible publications can travel with Great Plains Country to state cooperative travel and trade shows—including out-of-state shows.
- Eligible travel guides and brochures may be submitted for inclusion on TravelOK.com, giving travelers access to free digital downloads.
- Your community, attraction or organization gains additional opportunities to reach travelers outside Southwest Oklahoma.
- Your qualifying promotional expenditures help document tourism marketing investment taking place across Southwest Oklahoma.

Interested in Participating?

Contact Great Plains Country before beginning your next publication.

OTRD has detailed requirements governing logo size and placement, acknowledgement language and other uses. Great Plains Country will provide the current guidelines and help you determine whether your project qualifies before you send it to print.

Contact: Sandra Harrison - Oliver, Executive Director

Cell: 580-483-5001

gpc@greatplainscountry.com