Partner Photo Program: 3 Ways to Improve Your Promotions!

1. Share your business photos & videos with us for promotion
2. Get FREE photos from our Destination, Event, & Seasonal image library
3. Our staff can take high-quality photos & videos of your business for FREE

Share your photos & videos with us

Share your images with us and we'll promote your tourism-related business!
The BRTDA would love to use your images and/or video clips in our promotional efforts! It helps us tell more and better stories to the media and potential visitors. It's best for us to have a wide collection of photos and clips on hand for quick media requests or for posting timely information on social media. This gets YOUR business in front of more people!
If you have photos or video of your business that is licensed for use by others for promotion (this depends on photographer permissions/agreements), we'd love to add them to our library! *See photo checklists (at the bottom) for scenes that are useful for us to have on hand.*

Where might these images and video clips be used?
Images and video could find potential use on our website, on our social media, in our annual Blowing Rock Guide, or our other promotional materials. We also share images with the media when they are writing stories to help promote travel to Blowing Rock.

Crediting images
We note the attraction or business in any image/video whenever possible. We want potential visitors to know what they are seeing in our promotions so they can make their best travel plans to Blowing Rock! If you have shared professional images that need a photographer credit, we will include that credit wherever possible. When sharing assets with the media, we request that they give appropriate photo credit.

Reach out to Amanda Lugenbell at amanda@visitblowingrock.com to make sure we have the most up-to-date images available of your business!

Get FREE photos from our Destination, Event, & Seasonal image library

Get scenic images
The BRTDA has a selection of free, professional-grade destination, event, and seasonal photography available for partners to use for general promotion of Blowing Rock. We can't share all photos (since some have limited licenses with our paid photographers), but others, we are happy to share! The BRTDA's destination, event, and seasonal image library saves our partners the time and expense of creating their own images.

Where can I use the images?
They're available to use on your business website or brochures to promote your business *and* visits to Blowing Rock. Event images are great for promoting event attendance on your social media channels.

Looking for images of a town event or a seasonal scene to paint a picture for your potential guests and customers? If you are in need of a photo, reach out to Amanda Lugenbell at amanda@visitblowingrock.com to inquire.

The following terms apply to use of images from our destination, event, and seasonal library:
1. Photos may not be modified without specific approval. Including but not limited to: cropping, filters, or alterations.
2. Photos may not be resold or utilized on merchandise. Specific permission is required to make prints of photos.
3. The BRTDA reserves the sole right to determine whether to approve a use request and whether intended use and business/organization align with the BRTDA's goals and mission.
4. Credit must be included in use of photos if specified.
5. The BRTDA reserves the right to withdraw partner rights for use of photos.

Our staff can take high-quality photos & videos of your business for FREE

We can take photos/videos of your business, too.
We know that getting high-resolution images and video of your business can be tough. Especially when it comes to getting images of your business in every season or after each change in appearance or services. We can help! Schedule a time with us for a 1 hour photo/video shoot. We'll gather images and clips for both our library AND yours! There is no charge for this service.

Where might these images and video clips be used?
We'll share the images and clips with you so you can add them to your resources. Use them without limitation on your website, social media, printed materials, or other marketing!

Just like any images you share with us, images and video clips that we create at your business may be used on our website, on our social media, in our annual Blowing Rock Guide, or our other promotional materials. We also share images with the media when they are writing stories about Blowing Rock, and we pitch individual business stories to the media- this is when a great library comes in the most handy!

Inquire about this program by emailing Amanda Lugenbell at amanda@visitblowingrock.com.

How it works:

1. Schedule on-site time with our staff.

Staff is available most weekdays for about an hour of content gathering per business. Availability is dependent on staff schedule and any other photo appointments scheduled that week. Special requests and particular needs for a shot (like lighting, time of day, etc) should be discussed during this step. See our shot checklists below!

2. Staff will meet someone at your business to gather content.

This may be any employee who can provide access and guidance for content needed. If models are needed for activities, business will need to provide them. Every effort will be made to minimize disruption to business activity if content is gathered during business hours.

3. Content is processed.

Our staff will sort and edit images and video clips as needed. (Please note that we do not create a finished product/experience video as part of this exchange program.)

4. Content is delivered to you.

Copies of 10-15 final images (and up to 2 minutes of video clips) will be provided via download link. This may be up to a week following the on-site content gathering.

Content checklists

Lodging:	Restaurant:	Retail:	Attraction:
- Property, wide - Entrance/door - Check-in (this works best with a smiling employee) - Room interior (multiple types welcome) - Bathroom interior - Other scenes or defining characteristics (grounds, breakfast, amenities, etc)	- Building/wide - Entrance/door - Main interior - Table (set, empty) - Bar, if applicable - Signature dish (either staged or being served) - Signature drink, if applicable - Staff at work (bartender, server, cook, etc) - other scenes or defining characteristics	- Building/Entrance - Shop window - Register (this works best with a smiling employee) - Shop interior - Signature products, if applicable	- Entrance - Ticket sales or check-in (this works best with a smiling employee) -Activities available on site (this usually needs participants in scene)