

LOGOS

The Pick Ellijay logo should be featured on all printed and online promotional materials for events funded by the Tourism Marketing Grant Program. This includes banners, signs, t-shirts, programs, brochures, event websites, ads, etc. Online materials must include the logo and a link to the PickEllijay.com website.

Before these materials are produced, a draft or design proof must be submitted and approved. Proofs should be submitted using the form found on gilmerchamber.com/grants

These logos are approved for use by grant recipients. To satisfy the Pick Ellijay logo requirements, please do not alter the logo. View and download these and more at: gilmerchamber.com/grants/logos



SOCIAL & DIGITAL MEDIA

Social media is a free and useful tool for marketing an event. Consider the following tips to get started:



Post your event details and photos on the **Gilmer Chamber Community Events Calendar!** This is a popular page where visitors find things to do, and where our staff sources content for social media and web content.



Use **Instagram** to promote your event by showcasing it with high-quality photos and graphics. Since the platform is visually driven, make sure to highlight different aspects of your event in both posts and stories.



Create a **Facebook** event page to allow participants to check in and share the event on social media. Keep the page updated regularly with ticket prices, event start times, and other essential information.



Use **#PickEllijay** to boost visibility and engagement with your followers. This unique hashtag helps people discover and follow your event while promoting Ellijay as a preferred visitor destination.

MARKETING RESOURCES

The Gilmer Chamber offers numerous marketing resources for grant recipients. These tools are designed to help effectively promote events or projects, reach a broader audience, and ensure overall success.

Social Media Promotion

- Tag @PickEllijay in your posts and stories for a chance to feature your event
- Use the hashtags #PickEllijay, #EllijayGeorgia, and #ExploreGeorgia for greater visibility

Print Materials

- Following approval, drop event brochures and flyers at our visitors centers:
 - Gilmer Chamber & Welcome Center, 696 First Ave, East Ellijay, GA 30540
 - Downtown Ellijay Welcome Center, 10 Broad St, Ellijay, GA 30540

Website and Email Promotion

- By adding your event to the [Community Events Calendar](#), your event can be featured on our:
 - Main calendar where visitors find things to do
 - E-newsletter with itineraries, upcoming events, and special announcements
 - Monthly events poster, blog, and other web content

Additional Chamber Resources

- Access the [Chamber Member Directory](#) with helpful listings including:
 - Professional photography and videography services
 - Advertising, media, and marketing experts
 - Event venues and equipment rentals
- As a member, attend a Chamber Business Workshop with focuses on social media and marketing

GRANT PROGRAM CONTACT

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