FY27 *Partner Program*

TEXAS PLAINS TRAIL
ROOTED IN HERITAGE
BUILT FOR ADVENTURE
PANHANDLE PLAINS OF TEXAS

Scan me & travel to the TexasPlainsTrail.com

As your tourism promotional and advisory partner representing 52 counties of the Texas Plains and Panhandle, the Texas Plains Trail Region staff and volunteers can help stretch your marketing, programming, and training dollars for your benefit and that of your visitors. We know resources and staff are limited. That's why we're here to let people know about the authentic stories and authentic places of the Lone Star State, as a way to help preserve our heritage and make our communities attractive places to visit, live, and work. Your contribution covers the following promotions & programs:

SERVICES & PROGRAMS

Although the Texas Heritage Trails are partially supported statewide by the Texas Historical Commission, state financial support currently covers less than half of our modest operating expenses. We can help our counties in direct proportion to your annual monetary contribution. Please note and budget your county's contribution (assigned to funding tiers by 2020 Census population) to continue our work on your behalf.

MARKETING

- Listing on TexasPlainsTrail.com
  New website with new features & consistent updates
- Listing on TexasTimeTravel.com
- Paid Social Media Marketing
- Quanah Parker Trail Partnership
- Brochure at Palo Duro Canyon Visitor Center
- Datafy regional travel statistics
- Constant Contact E-mail Campaign
- Co-Op Advertising

TRADESHOW & INFO FAIRS

- Dallas Travel & Adventure Show
- Welcome Home RGV - Winter Texan Expo
- Albuquerque Balloon Festival
- Statewide & Local Business Expos

PUBLICATIONS

- Plains Trail Rack Card
- Quanah Parker Trail Card
- Authentic Texas
- Explore West Texas Visitor & Museum Guide
- Texas Heritage Travel Guide





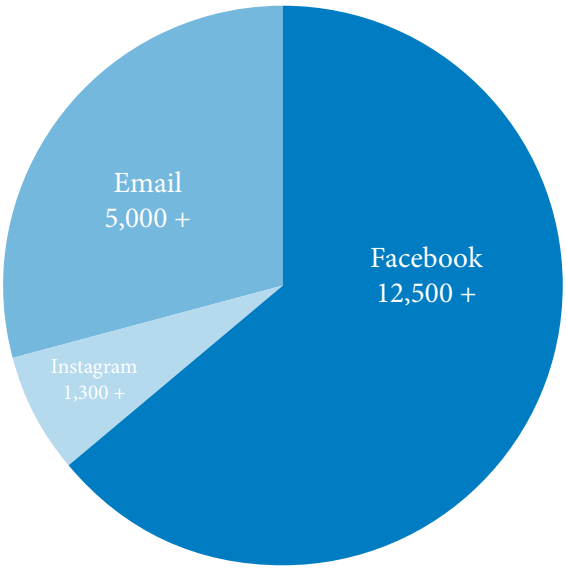




TEXAS HISTORICAL COMMISSION
TEXAS PLAINS TRAIL
TEXAS HERITAGE TRAILS PROGRAM

STATISTICS

The Plains Trail reaches millions of people between publications, our website, social media, emails, and in-person tradeshows. **In 2025, we assisted over 2,500 regional partners and distributed over 10,000 pieces of travel literature. We traveled 7,094 miles across our region and state promoting our beautiful Panhandle Plains.**

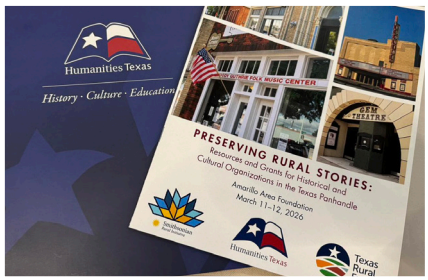


EMAIL

INSTAGRAM

FACEBOOK







ADDITIONAL SERVICES

- Cooperative memberships in Texas Travel Industry Association, Texas Association of Museums, Texas Downtown Association, and other groups to share news & benefits
- Access to statewide & community tourism impact statistics
- Representation in tourism & preservation advocacy efforts
- Resource for grant opportunities & grant-writing training
- Community assistance in workshops, festival planning, board training, presentations, and website design & management
- Tourism literature critique
- Media representation in regional newspapers, radio, & television
- Assistance with educational programs for school districts, service learning projects, 4-H Extension and other youth programming
- Use of TPTR logo on your website and marketing communications
- Participation in our bi-monthly board meetings held in the region
- FREE or low-cost informational and training presentations, Texas Friendly Hospitality Training to civic groups, schools, and organizations
- Libraries (30,000+ images) of high-quality, high-resolution photographs of your communities, stored online & available for immediate search, download, and use at no extra charge.



ALLISON KENDRICK
Executive Director

Info@TexasPlainsTrail.com
800-930-6024

TexasPlainsTrail.com





Texas TIME TRAVEL · GO TEXAN. · DESTINATIONS TEXAS · TEXAS HISTORICAL COMMISSION REAL PLACES TELLING REAL STORIES · TEXAS HISTORICAL ASSOCIATION EST. 1924 · TEXAS TRAVEL ALLIANCE LIFE'S BETTER IN A STATE OF TRAVEL · Texas DOWNTOWN · QUANAH PARKER TRAIL TEXAS PLAINS TRAIL REGION