

LOS ANGELES · PORTLAND · KNOXVILLE



# Gatlinburg Tourism

01.15.2025

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## **Ballast**

38 E. Montecito Ave.

Studio 5A

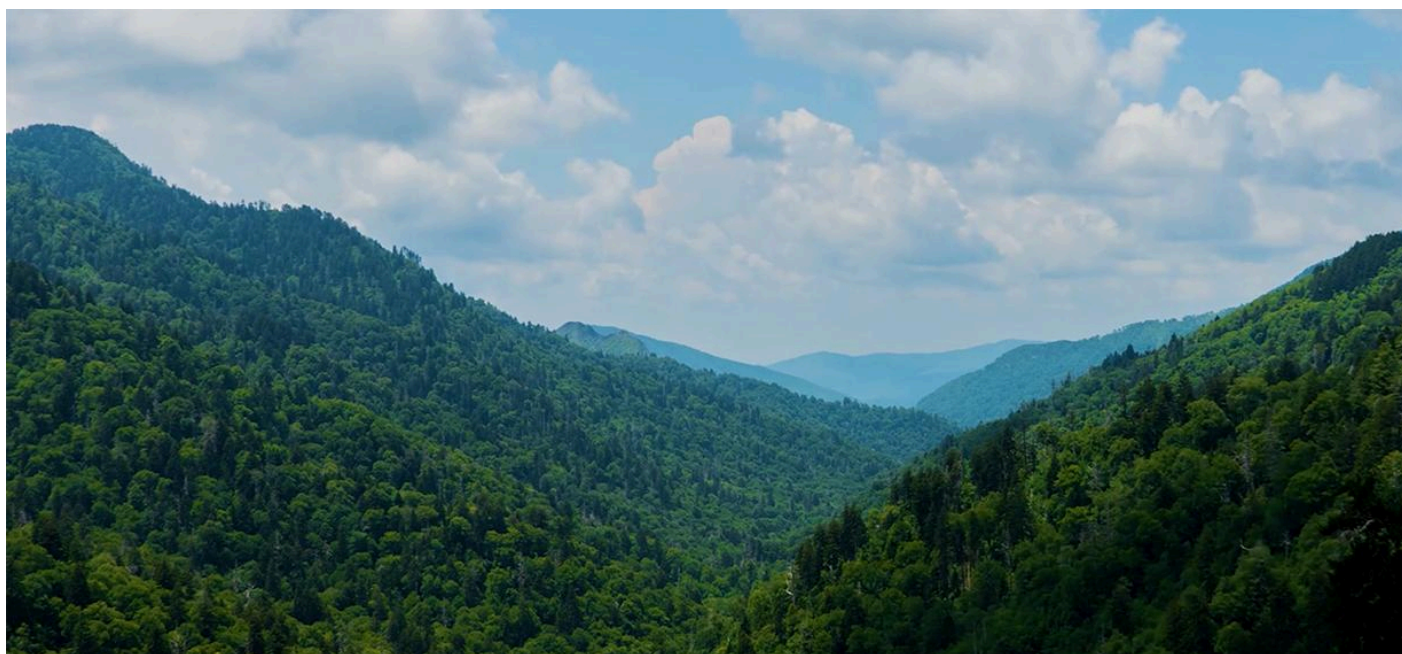
Sierra Madre, CA 91024

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## Overview

Gatlinburg is more than a mountain town—it is a destination rich with character, history, and untapped potential, an unmissable experience deserving of a distinctive voice that sets it apart. Ballast understands this, and we see the opportunity to transform Gatlinburg's advertising into a bold, unified, and extraordinary narrative that captivates audiences and elevates perceptions.



## Why Ballast?

We bring experience, taste, and a proven ability to craft iconic campaigns that stand the test of time. With Ballast, Gatlinburg will not just compete—it will lead, standing apart as a truly distinctive destination. Together, we'll create an advertising campaign that reflects Gatlinburg's essence, connects with audiences, and inspires them to experience the extraordinary.

## Goals

1. Distinctive Messaging - We move beyond ordinary, vignette-style advertising to craft bold narratives that resonate deeply.
2. Unified Visual Branding - Every touchpoint will reflect a cohesive, elevated brand identity.
3. Strategic Storytelling - We uncover unexploited ideas to highlight Gatlinburg's unique proposition and connect with underserved audiences.
4. Proven Expertise - Years of experience have refined our sense of aesthetic, voice & nuance allowing us to consistently deliver campaigns that inspire, captivate and set destinations apart.

## Our Work

Please reference the link for our portfolio of work:

<https://www.ballast.tv/gatlinburg-tourism>



## Our Team

Founded by industry veterans, award-winning filmmakers and broadcast designers, Ballast blends strategic insight and creativity with the flexibility and personalized approach of a boutique studio. After nearly two decades and countless successful campaigns, we've earned the trust of clients who value both quality and collaboration.



### Jackie Spining

An accomplished **Executive Producer** based in Knoxville, with a proven track record of expertise in marketing, promotions, advertising, and brand management. Recognized for her focus on the theme park, hospitality, and tourism industries, she pairs deep local market knowledge with a personalized approach to help clients enhance their brands and achieve outstanding marketing success.



### Jennifer Ryan

**Executive Producer, Editor** with expertise in post-production, broadcast ad campaigns, show graphics, network promos, animation, and audio editing. Skilled in leading projects from concept to delivery.



### Eric Fulford

**Creative Director** with over 20 years of experience and Emmy Award-winning expertise in broadcast design, animation, and live-action production; specializing in network promos, show packages, original content development, and filmmaking, with a strong track record of delivering innovative, high-impact creative solutions.



### Damian Fulton

**Director** with 30+ years of experience creating award-winning campaigns for Herschend Entertainment, Dollywood, and global brands like Pepsi, Chevron, and Jaguar. His recent work includes directing Elton John's VR film and leading creative for Universal and Disney theme park projects.



### Jae Hubbard

**Copywriter** with 30+ years of experience, specializing in campaigns for Dollywood & Herschend Entertainment and brands like Mattel and Disney. With expertise in travel, entertainment, and technology, she delivers results-driven, compelling creative.



### Melissa Blakey

**Producer** with extensive experience in fast-paced environments, Melissa excels in overseeing diverse television and film projects. Dedicated to treating clients, projects, and employees with respect, she provides comprehensive support throughout each process.



### Aaron Milus

**Art Director, Animator** with over 12 years of experience in the film & television industry and a passion for storytelling. Clients include NBC/Universal, FOX Sports, E! Network, Epson, BuzzFeed, Netflix, and NASA.



### David Pagani

**Art Director, Designer** with 20+ years of experience promoting top entertainment brands. He blends traditional and digital media to craft compelling stories and bring characters to life, with clients including Amazon Prime Video, NFL Network, FOX Sports, Taco Bell, and UFC.



### Mark Schwartz

**Writer, Producer** with award-winning experience in indie films, social justice documentaries, and commercials. His work has been featured at festivals like Sundance and Toronto, and includes screenplays optioned by major studios and campaigns for Fortune 500 companies.

# Production Timeline

## I. Creative Development

**Duration:** 2-3 Weeks

**Objective:** Concept ideation, script writing, storyboard creation, and initial design work.

**Key Deliverables:**

- Finalized concept and creative direction
- Approved scripts and storyboards
- Initial design/mock-ups (if applicable)

## II. Production

**Duration:** TBD (Depends on the Concept)

**Objective:** Filming and overall production of the content.

**Key Deliverables:**

- Raw footage or assets
- All required shots captured

## III. Post Production (Editorial)

**Duration:** 3-4 Weeks\*

*\*Timely client feedback is included in this timeframe.*

*\*If creative calls for any VFX, the post calendar will be extended*

**Objective:** Editing, color grading, sound design, visual effects, and any other post-production elements.

**Key Deliverables:**

- Rough cut review
- Final picture lock (PL) of the :30
- Final audio and visual tweaks
- Approved :30 version ready for delivery
- Cutdowns and other deliverables are created once the :30 is approved

## IV. Delivery

**Duration:** 2-3 Days after Picture Lock (PL)

**Objective:** Final preparation and delivery of all spots across all platforms.

**Key Deliverables:**

- Delivery of all final spots (all formats required)
- Delivery confirmation
- Backup files (if requested)

## Production Costs

We've included a ballpark budget below that outlines typical costs for a project of this scope, covering all aspects of production for the entire campaign—from concept to delivery

### I. Creative Development

We will present three to four concepts, including scripting and storyboards. Each concept will include a :30 version for initial review, and once approved, :15 and :06 versions will be created. The concepts cover spring/summer, fall, and winter seasons.

**Total Creative Development Estimate for the 2026 Campaign: \$106,125**

### II. Production

**Project Overview:** This estimate outlines production costs for a three-day shoot per season in Gatlinburg and the Smoky Mountains. It assumes on-location shoots with four cast members and excludes studio setups or specialized equipment for visual effects. Final costs may vary based on the approved creative direction.

#### Pre-Production & Production Details:

- Location Scouting: 2 days (Director, DP, EP, Client)
- Technical Scout: 1 day (prior to shoot)
- Shoot Duration: 3 days

#### Crew:

- Director: Damian Fulton
- Director of Photography (DP): David Poag
- Assistant Director (AD): TBD
- Executive Producer: Jackie Spining
- Producer: Gaye Melvin
- Additional Crew: Line Producer, Production Coordinator, Art Department, Grips, Gaffers, Hair & Makeup, Wardrobe
- Still Photographer and Assistant

#### Equipment:

- Grip & Electric Package
- Single Camera Setup (Excludes drone or jib equipment)

**Talent Casting:** Experienced talent will be cast based on specifications and cleared for perpetual usage.

#### Additional Inclusions:

- Crew and Cast Lodging, Per Diem, Travel, and Craft Services

**Insurance:** Certificate of Insurance will be provided.

**Total Estimated Production Cost: \$183,980 per season**

**Total for Three Seasons (Spring/Summer, Fall, Winter): \$551,940**

### III. Post-Production (Editorial)

#### Deliverables Per Season:

- Two :30 spots for broadcast, cable, YouTube, and OTT/CTV
- Two :15 spots for broadcast, cable, YouTube, and OTT/CTV
- Two :06 spots for YouTube
- One Sizzle Reel (2:00) for Gatlinburg.com
- Value Add - Youtube Bumpers\* (see more info on the next page)

#### Additional Details:

- A total of six spots per season
- Video formats: 16:9, 9:16, 4:5
- All broadcast spots mastered for broadcast

#### Includes:

- Post-Production Editorial & Graphics
- Post-Production Online & Color
- Post-Production Audio Services
- Post-Production Project Management

**Total Estimated Post-Production Costs: \$166,500**

**Total Estimate 2026 Campaign Cost: \$824,565**

THIS QUOTATION IS SUBJECT TO THE FOLLOWING TERMS AND CONDITIONS:

#### Creative Development Costs:

- 50% due upon award of the project
- Remaining 50% due upon client approval of each season's concept

#### Production Costs:

- 50% due 15 days prior to the first shoot day for each season
- Remaining 50% due 15 days after production wraps

#### Post-Production Costs:

- 50% due upon client approval of deliverables
- Remaining 50% due 15 days after delivery of each season's spots



## \* Value Add (YouTube Bumpers):

**Overview:** YouTube bumpers are short, engaging animations designed to capture attention quickly, offering a memorable experience that highlights Gatlinburg's essence in a way traditional 30-second ads may not. These visuals are optimized for mobile and social media platforms, ensuring they stand out and resonate with audiences.

**Purpose:** Bumpers provide a visually striking way to present Gatlinburg's seasonal offerings, boosting brand recall and engagement. By delivering high-energy, bite-sized content, they're perfect for viewers scrolling through feeds, enhancing the likelihood of viewers associating Gatlinburg with adventure, beauty, and fun year-round.

**Theme:** Vibrant, dynamic animations showcasing Gatlinburg's natural beauty and unique activities through smooth transitions, bold colors, and clear messaging that captures the essence of each season.

### I. Spring Bumper: "Blooming Adventures"

#### Visuals:

Opening: A single cherry blossom blooms in the center of the screen, releasing animated petals that swirl outward.

Transition: The petals transform into a family hiking a lush trail with a waterfall animation appearing behind them.

Text Animation: "Spring into Adventure" types onto the screen in bright, organic fonts.

Closing: A logo for Gatlinburg appears with a subtle sparkle.

**Background Music:** Soft, uplifting acoustic melody.

### II. Summer Bumper: "Summer Thrills"

#### Visuals:

Opening: A splash of water forms into a silhouette of someone rafting, with animated ripples spreading outward.

Transition: The scene shifts to a radiant sun casting light onto a zipline, where the character seamlessly glides.

Text Animation: "Dive Into Summer" bursts into the frame in bold, sunlit typography.

Closing: The Gatlinburg logo animates with a warm glow.

**Background Music:** Energetic, rhythmic beats with light percussion.

### III. Fall Bumper: "Colors in Motion"

#### Visuals:

Opening: Leaves in vibrant red, orange, and gold spiral down onto the screen, forming the outline of the Smoky Mountains.

A scenic road fades into view, with animated leaves swirling around a car driving through.

Text Animation: "Fall for the Smokies" sweeps across the screen in a handwritten style, as if drawn by the wind.

Closing: The Gatlinburg logo appears, wrapped in a golden leaf.

**Background Music:** Warm, cinematic strings with soft piano undertones.

#### IV. Winter Bumper: "Winter Magic"

**Visuals:**

A cool palette (blue, white, silver).

Animated snowflakes drift down, revealing a family skating on ice, followed by a snowboarder at Ober Mountain.

Holiday lights twinkle over Gatlinburg's downtown skyline.

**Motion Design Style:** Crisp and sparkly, with glittering transitions.

**Tagline:** "Gatlinburg: Winter's Wonderland Awaits."

#### V. General Bumper: "Four Seasons of Wonder"

**Visuals:**

Opening: The screen splits into four quadrants, each representing a season with iconic Gatlinburg imagery (spring flowers, summer rafting, fall leaves, and winter snow).

Transition: The quadrants merge into a seamless shot of the Great Smoky Mountains.

Text Animation: "Your Season Awaits" appears in bold, timeless typography.

Closing: The Gatlinburg logo animates over the mountain scene.

**Background Music:** A harmonious blend of all seasonal themes, transitioning smoothly.

## Contact

### Call

Knoxville 865-740-5775

Los Angeles 310-838-7258

### Email

[jackie@ballast.tv](mailto:jackie@ballast.tv)

[hello@ballast.tv](mailto:hello@ballast.tv)

**Thank you!**

We look forward to the opportunity to be invited back in February to present our campaign concepts to you in person.