



INSPIRING TRAVEL  
THROUGH RESPONSIBLE JOURNALISM



OCTOBER 20-24

SPONSORSHIP  
PROSPECTUS



## ABOUT SATW AND OUR MEMBERS:

SATW is a professional association made up of 1,000 qualified\* journalists, photographers, editors, public relations experts, destination representatives, broadcasters, bloggers and publishers, mostly from the United States and Canada, who make a living through creating and disseminating travel content.

Founded in 1955, SATW comprises Travel's Most Trusted Voices and focuses on its simple and worthy mission:

### ***To Inspire Travel Through Responsible Journalism.***

Our members represent, and are, many of the most influential content producers in the travel industry. Their work can be seen in the world's most prestigious and popular print, digital and broadcast channels including but not limited to:

Newspaper (print & digital): Chicago Tribune, LA Times, Miami Herald, NY Times, San Francisco Chronicle, The Toronto Sun, Vancouver Sun, The Washington Post, The Philadelphia Inquirer, Dallas Morning News, Boston Globe;

Magazines (print & digital): American Way, Travel + Leisure, British Columbia Magazine, Condé Nast Traveler, National Geographic Traveler, Southern Living, TravelLife Magazine, Westways, Wine Spectator, and regional and specialty magazines;

Online: USA Today 10Best.com, Robbreport.com, Bindutrips.com, CruiseCritic.com, Ebony.com, fwtmagazine.com, Orbitz.com, WhereTraveler.com, Frommers.com, AARP.com, CAA.ca;

Blogs: everything-everywhere.com, blog.goway.com, JetSetSarah.com, johnnyjet.com, NomadicMatt.com, Orbitz, thetravelauthority.blogspot.com;

Broadcast: NY1, CJAD 800 Montreal, HLNTV, iHeart Radio, OnTravel.com, Travelvideo.tv, Travel Writers Radio, WDUN, NPR, and numerous morning TV shows throughout North America;

Travel Books (print & digital): 100 Best Places to Retire (as well as many others in the 100 Best series), Frommer's Guides, Fodor's Guides, Insider's Guides, Lonely Planet Guides, Rand McNally.

*\*All SATW members are required to qualify for initial membership and again every two years.*

## Dear Friend of SATW,

We are excited to invite you to become a sponsor at SATW's 2019 Annual Convention, taking place in El Paso TX from October 20 – October 24, 2019. The five-day Annual event typically has more than 300 attendees, made up of travel media and PR professionals. Sponsors are able to develop valuable travel media contacts within our targeted audience.

This brochure outlines the many opportunities you have as a sponsor to reach this important media group including event sponsorship, branded items, advertising, and packages we can customize to help you meet your goals.

## Title Sponsor US\$ 25,000

- Exclusive sponsorship
- Opportunity to address the Convention attendees during the Opening Ceremony and show a promo video (1-3 minutes max.)
- Stand-alone table top exhibit space at Media Marketplace
- One complimentary Convention registration for all Core Convention activities
- Full page 4-color ad in the Convention program (printed or electronic) – inside front cover position
- Dedicated e-blast to Convention attendees prior to the Convention introducing your company as the 2019 SATW Title Sponsor. Must be distributed by SATW Convention chairs with copy and images provided by the title sponsor in html
- Logo recognition as 2019 Title Sponsor on the SATW website throughout the year
- Daily mentions in e-newsletter during Annual Convention
- Opportunity to drop or hand out an approved item during the Opening Ceremony
- Opportunity to place an approved item in the Convention bag



# SPONSORSHIP OPPORTUNITIES

Becoming a sponsor or advertiser with SATW is the best way for you to get your brand in front of the most influential journalists, public relations experts and destination representatives in the travel industry. Here are the “not to miss” opportunities during our 2019 El Paso convention. **Custom packages are also available. Contact Kelly Smykal at (630) 868-2323 or [ksmykal@satw.org](mailto:ksmykal@satw.org).**

## All sponsorships include:

- Company name/logo on all Convention communications including website, social channels, mobile app and on-site conference signage (electronic and/or print)
- Announcement of your participation in the Traveler and e-news newsletters
- Press release announcing our 2019 Sponsors
- Listing in the Convention Mobile App (if applicable)
- Sponsor ribbons for badges for those attending

## Presenting Sponsor US\$15,000 **SOLD**

**CityPASS**

- Opportunity to address the convention attendees during the Opening General Session (Date TBD) and show a promo video (2-5 minutes max)
- Logo with a live link on the 2019 convention website
- Signage (electronic or print) at all functions throughout the convention
- Logo inclusion in pre-convention emails to convention attendees along with other sponsors
- Promotional item, approved by SATW, for convention delegates (either bag or chair drop)
- Full-page ad in the 2019 printed membership directory
- Opportunity to share relevant news through the SATW e-newsletter 3x per year
- Full-page, 4-color ad in the convention program
- Special tabletop sponsor position at Media Marketplace

## Awards Dinner Gala Sponsor US\$ 15,000 **SOLD**



- Menu Card with your company logo
- Opportunity to address attendees during the Awards Dinner Gala (1-3 minute max, which may include video)
- Opportunity to drop an approved item during the Awards Gala
- Two seats at the Awards Dinner Gala head table
- One complimentary Convention registration for all Core Convention activities
- Opportunity for four social channel postings about your company prior to Convention
- Full page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position
- Opportunity to place an approved item in the Convention bag



# SPONSORSHIP OPPORTUNITIES

## Conference Mobile App Sponsor

**US\$ 12,500**

- Exclusive branding on mobile app
- Logo on splash screen of mobile app
- One complimentary registration for all Core Convention activities
- Reserved seat at head table at Opening Ceremony with SATW executive board members
- Full page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position
- Two Pre-Convention emails to attendees about your company with mobile app instructions
- Opportunity to place an approved item in the Convention bag

## Social Media Wall Sponsor

**US\$ 10,000**

- Sponsor logo prominently displayed on the Social Media Wall
- Custom Hashtag in addition to #satwconvention for use during convention
- One complimentary Convention registration for all Core Convention activities
- Opportunity for two social channel postings about your company prior to Convention
- Daily mentions in e-newsletter during Annual Convention
- Full page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position

## Farewell Reception Sponsor

**US\$ 10,000**

- Opportunity to address attendees during the Farewell Reception (1 minute)
- Opportunity to drop approved item during the Farewell Reception
- One complimentary Convention registration for all Core Convention activities
- Signage on site at the event (electronic and/or printed)
- Full page 4-color ad in the Convention program (printed or electronic)

## Charging Station Sponsor

**US\$ 10,000**

- Company logo displayed on Charging Station
- Opportunity to set up Charging Station
- One complimentary Convention registration for all Core Convention activities
- Full page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position





# SPONSORSHIP OPPORTUNITIES



## Wi-Fi Sponsor

US\$ 10,000

- Customized password for access to Wi-Fi given to all attendees
- Business card with logo and Wi-Fi password given to all attendees in registration packet
- One complimentary Convention registration for all Core Convention activities
- Full page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position

## Media Marketplace Sponsor

US\$ 7,500

- Company logo on signage at Marketplace
- One complimentary Convention registration for all Core Convention activities
- Logo on all related Media Marketplace communication
- Daily mentions in e-newsletter during Annual Convention
- Opportunity to place an approved item in the Convention bag
- ½ page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position

## Awards Cocktail Reception Sponsor

US\$ 7,500 **SOLD**



- Company logo on signage at Reception
- Company logo on beverage napkins, bars and on screen during reception
- Signature drink at reception – and you get to choose the name!
- One reserved VIP table at the awards dinner gala with attendee list for invitations
- One complimentary Convention registration for all Core Convention activities
- ½ page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position

## Media Room Sponsor

US\$ 7,500

- Company logo on signage in room
- Dedicated table for brochures, hand-outs, giveaways
- Company logo on beverage napkins
- Opportunity to provide branded beverages
- One complimentary Convention registration for all Core Convention activities
- ½ page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position

# SPONSORSHIP OPPORTUNITIES

## Chapter Lunch Sponsor

**US\$ 7,500**

- Opportunity to address attendees (1-2 minutes) during the four chapter meetings escorted by SATW president, Barbara Ramsay Orr, and executive director, Marla Schrager
- Opportunity to distribute material or other handout at each meeting
- Opportunity to have a table and appointments at Media Marketplace
- One complimentary Convention registration for all Core Convention activities
- ½ page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position

## Daily Convention E-Newsletter Sponsor

**US\$ 5,000**

- Interview for editorial in the SATW newsletter, distributed electronically to all attendees and members during the Convention
- Opportunity to place an approved item in the Convention bag

## Registration Site and Promotion Sponsor

**US\$ 5,000**

- Logo with link on the 2017 SATW Convention registration page
- Logo with link on all emails promoting registration for the 2017 Convention
- Opportunity to place an approved item in the Convention bag

## Professional Development Breakout Session Sponsorship

**US\$ 3,000**

- Acknowledgement of sponsorship by session moderator at the start of the session
- Opportunity to drop an approved item in the breakout session
- Signage (electronic and/or printed) at corresponding breakout session

## Industry Partners

**US\$ 1,500**

- Table at check-in area during check-in hours with your representative to welcome attendees, display info about company, and distribute one of your logo branded items
- Company logo on signage at check-in as industry partner



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## Convention Bag US\$ 7,000 **SOLD**



This is your company's opportunity to gain exposure during – and even after – the show. At registration, attendees will receive a tote bag with your company name and/or logo (one-color). Attendees use these branded bags to carry personal items and conference materials throughout the event. Sponsor may also include one promotional flyer in the bag.

## Name Badge Holder US\$ 5,000

Have your company logo conveniently displayed on all attendee badges. Each attendee will receive their badge during registration and will wear it throughout the duration of the convention.

## Hotel Key Cards US\$ 4,500

Get noticed by having your message on the hotel keys for SATW show attendees. Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room.

## Note Pad and Pen US\$ 4,000

Have your company logo on all the conference notepads and pens provided at registration in the tote bags. You'll also be providing a valuable resource for attendees to use as they take notes throughout the conference.

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*Room drops are available for the above items or an item of your choice for an additional \$5 per room.*

*All branded items will be produced and delivered by the sponsor to the meeting location. SATW reserves the right for final approval prior to production.*

*Sponsorships that utilize product for attendees will be valued at the wholesale value of the product.*



# SPONSORSHIP OPPORTUNITIES

## Onsite Program Advertising

SATW offers 4-color print ads in the convention program given to every attendee at the Annual Convention. Ads must be at least 350 dpi high-resolution files. Deadline to receive ad materials is **August 30, 2019**.

- Back Cover .....US\$ 800 **SOLD**
- Inside Front Cover .....US\$ 700
- Inside Back Cover .....US\$ 700
- Full Page .....US\$ 500
- Half Page .....US\$ 300

## Media Insert in Convention Bag

**US\$ 500**

- SATW will place your brochure, pamphlet or flyer in the convention bag that is given to each attendee at the Annual Convention. Material must be pre-approved by SATW and sponsor is responsible for any shipping and handling charges.



**INSPIRING TRAVEL**  
THROUGH RESPONSIBLE JOURNALISM

**2019** El Paso, TX  
**ANNUAL CONVENTION**

Looking to customize a sponsorship package to meet your objectives? Contact our Exhibits and Sponsorship Manager Kelly Smykal at: (630) 868-2323 or [ksmykal@satw.org](mailto:ksmykal@satw.org).