



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM



**ANNUAL
SPONSORSHIP
OPPORTUNITIES**



ABOUT SATW AND OUR MEMBERS:

SATW is a professional association made up of 1,000 qualified* journalists, photographers, editors, digital publishers, 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.*



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ANNUAL PARTNERSHIPS:

Become an Annual Partner with SATW and receive year-round exposure to membership. Packages available include:

- Global
- Elite
- World Traveler
- Frequent Flyer
- Explorer

*Multiple year sponsorship options available at a discounted rate

WEBINAR SPONSOR

US\$ 1,500 PER WEBINAR

Increase your visibility among all 1,000+ SATW members with a webinar sponsorship!

Webinars offer the perfect opportunity to support quality online education to members, as well as the promotion of your company. With more than 1,000 SATW members, there is ample opportunity for marketing to your target audience.

Webinar Sponsor Benefits:

- Sponsor will have 3-5 minutes at beginning of webinar to provide brief introduction about their company
- Access to the webinar attendee registration list including
- Name, Title, Email, Mailing address
- Included in SATW's webinar marketing:
 - Listed on SATW website
 - Marketing emails
 - Social media
- Opportunity to provide follow-up in SATW's thank you email to webinar attendees

ANNUAL PARTNERSHIPS

	GLOBAL	ELITE	WORLD TRAVELER	FREQUENT FLYER	EXPLORER
Investment	\$20,000 \$15,000*	\$10,000 \$7,500*	\$5,000 \$2,500*	\$2,500 \$1,000*	\$1,000 \$500*
SATW Newsletter Banner Ad	8 weeks	4 weeks	2 weeks		
Logo Placement on SATW website	X	X	X		
Chapter/Council Activities	Speaking Opp	Collateral Only			
Sponsored Content in Newsletter	4x/year	2x/year			
Ad in Member Directory	Full Page	Half Page			
Recognition on Website	X	X	X	X	X
Logo in Newsletter	X	X	X	X	X
Early Registration	X	X	X	X	
Members Only Social Media Posts	6x/year	3x/year			

*These prices are only available for 2021! Interested in being a sponsor of SATW? Please reach out to Alan Goodin at agoodin@kellencompany.com

Annual Convention & Event Benefits

Global - One complimentary Convention with Marketplace registration, 10% discount on additional attendees from your company, 2x pre and post social media posts, 5 complimentary virtual program registrations in 2021

Elite - One complimentary Convention and Marketplace registration, 5% discount on additional attendees from your company, 5 complimentary virtual program registrations in 2021



74% OF CONSUMERS ARE MORE LIKELY TO BUY PRODUCTS AFTER EXPOSURE TO A BRANDED EVENT MARKETING EXPERIENCE. USE THE CLOUT YOU EARN AS A SPONSOR TO GROW YOUR REPUTATION IN OUR COMMUNITY. ”

2021 *Milwaukee, WI* ANNUAL CONVENTION OCTOBER 3-7

Dear Friend of SATW,

We are excited to invite you to become a sponsor at SATW's 2021 Annual Convention, taking place in Milwaukee, WI from October 3-October 7, 2021. This four day Annual event typically has more than 300 attendees, between both virtual and in-person attendance, and is made up of travel media and PR professionals.

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

I encourage you to support and engage as a sponsor and hope to meet you there.

Thank you,
Larry Bleiberg, 2020-21 SATW President

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 2021 SATW Title Sponsor. Must be distributed by SATW Convention chairs with copy and images provided by the title sponsor in html
- Logo recognition as 2021 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



Presenting Sponsor

US\$15,000

- Opportunity to address the convention attendees during the Opening General Session and show a promo video
- Logo with a live link on the 2021 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 2021 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

- 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

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

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)





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

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)

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

Tech Expo for Associates

US\$ \$10,000 FOR LEAD SPONSOR/

\$3,000 PER TABLE/\$5,000 FOR MAIN STAGE DEMO

- Display your product/technology in a specific area dedicated to all Service Providers during a dedicated time period. One table top display included.

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)

Awards Cocktail Reception Sponsor

US\$ 7,500

- 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)

Hospitality 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)

Chapter Lunch Sponsor

US\$ 7,500

- Opportunity to address attendees (1-2 minutes) during the four chapter meetings escorted by SATW president, Larry Bleiberg, 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)

Council Meetings Sponsor

US\$ 7,500

- Opportunity to address the Convention attendees during the Council Meetings and show a promo video (1-3 minutes max.)
- 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)

Breakfast/Lunch with the Board

US\$ 7,500

- This is your opportunity to get in front of the decision makers within SATW. Host a meal and have their undivided attention for an hour. This exclusive networking opportunity is the way to get your message in front of this audience.



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 2020 SATW Convention registration page
- Logo with link on all emails promoting registration for the 2020 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

Conference Roundtable Discussions

US\$ 2,000 (5 TOTAL)

- Host a small discussion group with attendees you want to talk with. You get to decide the topic and let the conversation go from there. Full contact info provided for all participants.

Service Providers Networking Event

US\$ 2,000 PER

- Take part in a networking event specifically for people looking to meet service providers (i.e. an ice cream social). SATW will market the event to specific designated attendees and provide a fun atmosphere to meet and greet. Full contact info for participants will be provided.

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



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 2021 Milwaukee convention. **Custom packages are also available. Contact Alan Goodin at 212-297-2128 or agoodin@kellencompany.com.**

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 2021 Sponsors
- Listing in the Convention Mobile App (if applicable)
- Sponsor ribbons for badges for those attending

Convention Bag

US\$ 7,000

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.

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.

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 27th, 2021**.

- Back CoverUS\$ 800
- Inside Front CoverUS\$ 700
- Inside Back CoverUS\$ 700
- Full PageUS\$ 500
- Half PageUS\$ 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.



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2021 *Milwaukee, WI*
ANNUAL CONVENTION

Custom Sponsorship Packages are available.
Contact our SATW Sponsorship Manager,
Alan Goodin at agoodin@kellencompany.com