



**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
<b>Investment</b>	<b>\$15,000</b>	<b>\$7,500</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>
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	
Discount Annual Convention	10%	7%	5%		

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 2022 Bogotá convention. **Custom packages are also available. Email [info@satw.org](mailto:info@satw.org) for more information.**

## 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 2022 Sponsors
- Listing in the Convention Mobile App (if applicable)
- Sponsor ribbons for badges for those attending

# 2022 *Bogotá, Colombia* ANNUAL CONVENTION SEPTEMBER 8-12

## Dear Friend of SATW,

We are excited to invite you to become a sponsor at SATW's 2022 Annual Convention, taking place in Bogotá, Colombia from September 8-12, 2022. 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,  
Elizabeth Harryman Lasley, *2021-22 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
- Banner Ad in Mobile App
- Dedicated e-blast to Convention attendees prior to the Convention introducing your company as the 2022 SATW Title Sponsor. Must be distributed by SATW Convention chairs with copy and images provided by the title sponsor in html
- Logo recognition as 2022 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 2022 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 2022 printed membership directory
- Opportunity to share relevant news through the SATW e-newsletter 3x per year
- Banner Ad in Mobile App
- 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
- Banner Ad in Mobile App
- 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
- Banner Ad in Mobile App
- 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)
- Banner Ad in Mobile App





## 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
- Banner Ad in Mobile App

## 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
- Banner Ad in Mobile App

## 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
- Banner Ad in Mobile App

## 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
- Banner Ad in Mobile App

## 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
- Banner Ad in Mobile App

## 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
- Banner Ad in Mobile App

## Chapter Lunch Sponsor

US\$ 7,500

- Opportunity to address attendees (1-2 minutes) during the four chapter meetings escorted by SATW president, Elizabeth Harryman Lasley, 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
- Banner Ad in Mobile App

## 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
- Banner Ad in Mobile App

## 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 2022 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





## 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.

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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.*

## Mobile App Advertising

The convention Mobile App is used in place of a printed program. Every attendee will use the App all day to keep track of programs, time and places to be. Use this opportunity to catch their attention. Artwork and copy due by **August 12**.

- Push Notification.....\$1,000 each
- Banner Ad.....\$800 each

## 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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**2022** Bogotá,  
Colombia

**ANNUAL CONVENTION**

**Custom Sponsorship Packages are available.  
Email [info@satw.org](mailto:info@satw.org) for more information.**



## EXCLUSIVE SPONSORSHIPS for VIRTUAL PROGRAMMING

Become a Virtual Program Sponsor to receive unprecedented exposure to our membership. Virtual Programs are typically held bi-weekly on Tuesdays at 1:00 PM EST. Alternate dates may be available and will be mutually agreed upon by the sponsor and SATW.

### Sponsor Benefits

#### Pre-Event

- Company recognized on registration page for sponsored program, hyperlink to company URL/landing page
- Mentions on communications regarding sponsored program include social posts with sponsor company link and logo
- Sponsor logo within content of program promotion – invitation, confirmations
- Thank you to our sponsors included in newsletter with sponsor company link and logos

#### Program

- Five complimentary non-member registrations to be provided for clients/prospects per event sponsored
- Three complimentary sponsor registrations (if non-member)
- Verbal acknowledgement of the sponsor, including one company representative by SATW President or Moderator of the program
- Opportunity to welcome attendees (approximately one minute)

#### Post-Event

- Thank you acknowledgement to the sponsor of the program included in all post communications, including social media, content recording and survey
- One monthly social post equal to the number of virtual programs sponsoring (for example, if you are sponsoring four virtual programs, you will receive a non-related social post once per month for four months starting the month of the first virtual program)

### Package Option Pricing

Sponsored content: topic, speakers and format determined by sponsor

- 1 Virtual Program: \$1,500 U.S. each
- 2-3 Virtual Programs: \$700 U.S. each
- 4-9 Virtual Programs: \$550 U.S. each
- 10 Virtual Programs: \$5,000 U.S. total

**Custom sponsorship packages are also available.  
Email [info@satw.org](mailto:info@satw.org) for more details.**